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The Rural Link







# The Rural Link

Your Connection to Rural Team BC and the Canadian Rural Partnership

Spring 2004 • Issue 5

## A Message from the BC Rural Team

By Brandon Hughes

The Canadian Rural Partnership (CRP) in B.C. helps to better connect government to rural communities, so the different levels of government understand rural issues to make better program decisions for rural people and so we can work together to address these issues more effectively. To create that connection and collaborative effort, we have pulled together representatives from a large number of federal departments, provincial ministries, and rural organizations. This group is our Rural Team, a group of individuals who are committed to helping address issues in small communities.

The Team looks at emerging rural issues and information we gather from sessions with rural citizens. We use this information to establish our actions and priorities. We are currently focusing on sharing lessons learned on community development, linking rural organizations and communities together more effectively, and trying to create more opportunities for rural youth to stay in their communities. Team members provide a vital link to ensure that government understands rural perspectives and considers those perspectives in its program and policy development and delivery. They provide

insight from their perspective, mandates on how to provide better support to small communities, and they contribute resources to allow the Team to carry out projects to support sustainable and vibrant communities in rural B.C.

In an ongoing effort to support local solutions to local challenges, Rural Team BC is also working to enhance communications with residents of rural and remote communities and within governments.

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## Welcoming All Dialogue

### A word from the editor of the Rural Link

*The Rural Link* newsletter is a forum for communication between the Canadian Rural Partnership's Rural Team British Columbia and people living in B.C.'s rural and remote communities, as well as any other interested party. The newsletter provides a way to keep citizens up-to-date on the activities of the Partnership and the Team, as well as connect them to new and innovative developments and approaches to rural community development.

Do you have an idea or story you would like to see included in *The Rural Link*? We welcome your submissions for consideration. Contact:

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## UNBC's Northern Medical Program brings new hope to the North

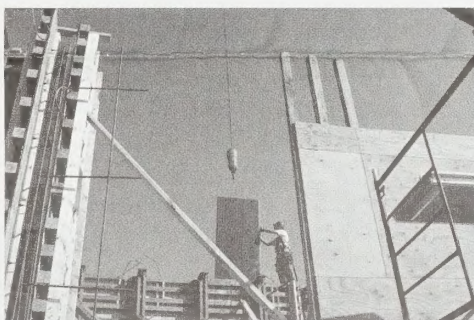
By Rob van Adrichem, UNBC

It was just a couple of years ago that a crowd of about 6,000 packed into the arena in Prince George to express their frustration over the state of health care in the community and all of northern B.C.: there were simply not enough physicians to cope with the needs of northern residents.

The seed for the Northern Medical Program was planted that day. The speech by University of Northern British Columbia (UNBC) president, Charles Jago, may have the single greatest long-term impact on health care in the North. Imagine, he suggested, a program that would deal—once and for all—with a critical challenge for the province's northern region. Using UNBC as an example, Jago illustrated how training doctors in the North would help to provide the supply of physicians so desperately needed.

People loved the idea. Behind the scenes, doctors and educators started to hone the vision, working to shape it into a practical reality. Medical schools in other northern and rural regions around the world were visited to gain advice that would help shape the model for program delivery. By January, 2001, UNBC announced a partnership with the University of British Columbia—B.C.'s only medical school—to establish the Northern Medical Program. The program is now less than a year away from accepting its first students, but it has always been guided by an objective to train medical students in the North and provide them with skills particular to rural practice to equip them with the right aptitude and the right attitude to work in northern, rural, and Aboriginal communities.

Imagine the work in setting up a brand new medical program: The curriculum



Construction of UNBC's Northern Medical Centre  
Photo Credit: Rob van Adrichem

must be developed with UBC, physicians must be recruited to help teach, the on-campus faculty must be recruited, a new building being built, and state-of-the-art teaching technology must be adapted and tested—all against a background of enormous community interest and the need to communicate with diverse audiences from government officials to physicians to prospective donors.

But it seems to be paying off. Interest in the medical expansion—particularly in the North—has helped to increase the number of applications from students. The Northern Medical Program will be accepting 24 students per year and, for the first time, the application to medical school in B.C. is including questions particularly designed to gauge the suitability of applicants for rural practice. The medical school expansion in B.C. is also including a new Island Medical Program in Victoria and expansion of the Faculty of Medicine at UBC. In all, the Government of B.C. is anxious to double the number of medical doctors trained in the province.

Northern communities are recognizing the opportunity and partnering with UNBC to ensure the medical program is a success. So far, 20 northern B.C.

communities have signed on to become members of the Northern Medical Programs Trust, a partnership between the university and communities to raise money to support future medical students. The partnership is believed to be unique in Canada and speaks to the importance of physician training for communities. The Northern Medical Program Trust is aiming to create a \$6-million endowment over the next five years; about \$250,000 has already been raised. The communities that participate will define how the funds are allocated.

One of the communities, Tumbler Ridge, has already realized its full pledge amount, contributing \$65,000 in late 2002. To thank them, Dr. Dave Snadden, the Northern Medical Program's first leader, jumped on a tandem bike with his wife, Moira, and cycled 400 km from Prince George, through the Rocky Mountains to Tumbler Ridge. On that trip, he gained first-hand knowledge of the geographic barriers northern physicians face as well as the very real hopes that northern communities have about how the Northern Medical Program can help to make their communities more stable.

Today, the years of hard work and planning are paying off. B.C.'s medical expansion will welcome its first students in the fall of 2004. All will undertake their first semester at UBC, but 24 will arrive in Prince George in January 2005 as the first Northern Medical Program students. They will have the opportunity to complete their studies in the North, working with doctors in northern communities. When they graduate, many will choose to continue to live and practice in northern communities.

## Rural BC Talks

Rural Team British Columbia continues to support the open dialogue among rural citizens and all levels of government through the listserv service **Rural BC Talks**. Participants from previous dialogues acknowledged the need to continue the discussion, share their successes and failures, and foster new relationships and networks with respect to community development.

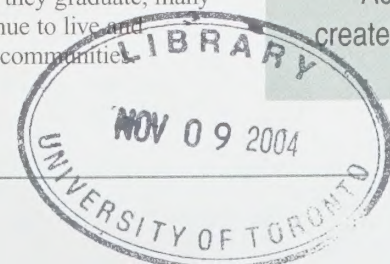
**Rural BC Talks** encourages the opportunities for communities to make linkages, furthering rural development initiatives. The listserv is open to anyone interested in issues relating to rural British Columbia. We encourage you to subscribe by sending an e-mail to ruralteambc@agr.gc.ca.

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Canada



## Building rural communities for success in the 21<sup>st</sup> century

The Government of Canada's commitment to communities—large and small—is clear from the *2004 Speech from the Throne*. Rural communities play an important role in the national social and economic fabric, and Canada cannot thrive as a country without strong rural communities. That's why the government finds it so important that it help to provide communities and families with tools to find local solutions to address local problems.

Canadians, including participants at the 2002 National Rural Conference in Charlottetown, PEI, have made it clear that they expect their governments to work together for the common good. *The Speech from the Throne* articulates the Government of Canada's determination to work with provincial and territorial governments, which is consistent with ongoing rural development efforts.

Some of the initiatives outlined in the Throne Speech, which are of particular interest to rural, remote and northern communities are:

- Developing a Northern strategy, ensuring that economic development related to energy and mining is brought on stream in partnership with Northern Canadians and based on stewardship of our most fragile ecosystems.
- Safeguarding access to international markets and ensuring that farmers are not left to bear alone the consequences of circumstances beyond their control.
- Working closely with other levels of government to assist communities of all sizes by putting more money into the hands of municipalities.
- Leading in the establishment of a strong and responsive health care system and providing new opportunities to address the health challenges unique to rural areas and improving access to health care.
- Widening the scope of programs currently available to small and medium-sized enterprises to include social enterprises, to enhance the social and environmental conditions in communities.

The Government of Canada's direction, as described in the *2004 Speech from the Throne*, will ensure that every region of the country has the opportunity to move forward, socially and economically.

## B.C.'s Aboriginal youth come F.I.R.S.T.

The B.C. Ministry of Community, Aboriginal and Women's Services launched the Aboriginal Youth F.I.R.S.T (Futures in Recreation and Sport Training) Northwest Pilot Program to use sport and recreation as a positive intervention in the lives of Aboriginal youth.

"The future for Aboriginal youth is going to be a lot brighter because of this program," said Matt Bartlett, a Terrace, B.C. youth from the Kitsumkalum Band. "It gives youth something to look forward to."

The program is delivered in rural Northwest B.C. and includes 17 Aboriginal communities in the Smithers, Terrace, Kitimat and Prince Rupert regions.

Surveys and testimonials from rural youth indicate the program has had a positive impact in their lives and, in many cases, led to some students returning to school and others undertaking post-secondary education. Youth have also gained internship and employment opportunities. After completing the scuba program, Matt Bartlett went on to become a certified scuba diving instructor and now teaches diving in Prince Rupert.

The program aims to meet a number of goals for youth who participate:

- To provide employment opportunities for youth who obtain certification in various sport, recreation and leadership programs.
- To provide leadership and skills training for Aboriginal youth.

- To create internship opportunities for youth leaders to practice their skills in a supportive environment.
- To provide employment opportunities to certified youth leaders by linking them with existing public and private organizations.
- To promote adventure tourism opportunities in Aboriginal communities.
- To reduce the number of drownings and suicides.

The program provides exciting and challenging opportunities in recreation, sport and leadership training, focusing on community leadership. There has been major involvement from the various Aboriginal communities in the planning and implementation of the program as well as involvement from local recreation departments.

Community members met to identify how to best serve youth in the area. Participants were encouraged to develop career and personal plans to show how they may access the program to accomplish their goals over the next few years.

Throughout the year, each of the recreation departments organizes swim classes for Aboriginal youth. A similar day hike program was developed by Canada West Mountain School, to deliver local sessions. Discover scuba classes were also designed specifically for the communities.

The most popular component in the Aboriginal Youth FIRST Program is the



Students at the First Aquatic Leadership camp near Terrace, BC.

scuba diving, which started in August 2002. To enrol in this program, youth must participate in at least one session of swimming classes. Each summer camp has 14–16 openings for new divers.

Of those taking the training, three students moved up to the leadership level. As the youth became divemasters, they were employed by the program to assist with the dive training. The goal is to have the youth manage and instruct the dive training sessions by summer 2004.

Finally, the program is working with the community's youth and recreation leaders. New components are being developed in the area of sport training in basketball to include skill development, officiating and coaching.

The B.C. Ministry of Community, Aboriginal and Women's Services is an important contributor to the B.C. Rural Team. Rural Teams are supported by the Government of Canada through the Rural Secretariat and are designed to bring representatives from government departments together to discuss ways of assisting rural communities through a collaborative approach.

## Smart Growth in the Okanagan Valley—Creating a sustainable vision for the future

By Kevin McNaney, SmartGrowth BC

Last March, people from across the Okanagan gathered in Vernon and Penticton, B.C., for two conferences, to discuss the future of the Okanagan Valley. Smart Growth in the Okanagan: A Valley-Wide Dialogue for Action brought together close to 400 people to discuss regional growth, balancing agriculture and urban development, responsible approaches to infrastructure and water conservation strategies.

Smart Growth B.C. partnered with local mayors and governments, the Social Planning Council for the North Okanagan, Canada Mortgage and Housing Corporation and the Canadian Rural Partnership, through the Canadian Agricultural Rural Communities Initiative (CARCI), to host the conferences. Participants included elected officials, municipal staff, developers, realtors, farmers, vintners, community leaders and First Nations.

Participants identified five key issues that make up the 'Okanagan Challenge':

- Developing a strategy of sustainable practices to accommodate a doubling of the region's population over the next 25 years.
- Building unique communities that will further the Okanagan advantage by

- tapping into B.C.'s \$10-billion tourism industry.
- Finding better ways to protect and maintain the agriculture industry and the wealth it brings to the Valley (\$262 million in 2001) while still accommodating the anticipated growth in the region.

- Determining and planning for long-term maintenance costs related to the region's infrastructure as a component of future land-use decisions.
- Better management of the Valley's fresh water supply (for the second consecutive year the Okanagan River has been identified as B.C.'s most endangered).

As a result of the conferences, communities, including Penticton, Oliver, Summerland, Vernon and Okanagan Falls, are now considering the implications and opportunities smart growth strategies offer for their futures.

The City of Oliver has made significant strides toward balancing its rural nature with continued economic development. After the Okanagan conferences, the Economic Development Society of Oliver (EDSO) convened both a rural and a town design workshop. The purpose was to determine a long-term



An example of urban expansion into agricultural lands in the Okanagan Valley. Photo Credit: BC Ministry of Agriculture, Food and Fisheries.

plan for the area that would help it become the wine capital of Canada. This innovative planning process attracted broad participation and culminated in the adoption of the Wine Village Accord. The Accord outlines a smart growth approach to development in Oliver and stresses the importance of agricultural preservation and sensitive rural development. Several EDSO organizers acknowledged the critical role the conferences played as a catalyst for this work.

The communities of the Okanagan Valley face real challenges in ensuring they maintain their quality of life while providing housing and services for their growing population. Smart Growth B.C. intends to continue to support these communities in creating a sustainable vision for their future. For more information on the conferences' findings and on smart growth, please visit <http://www.smartgrowth.bc.ca>



# Southern Exposure Giftware provides training and skills to rural producers in Sun Country

By Joanne Doddridge, Program Coordinator, CFDC of Sun Country

Recently, the Community Futures Development Corporation (CFDC) of Sun Country identified some of the major needs and challenges for artisans in the Sun Country region of British Columbia. Local artisans expressed their interest in a giftware initiative, which would focus on training local artisans and craftspeople in business development related to manufacturing giftware.

As a result, Southern Exposure Giftware was created with funding from CFDC of Sun Country and Western Economic Diversification. In addition to holding a number of public information sessions and developing a database of local producers, Southern Exposure Giftware conducted a process where 30 local artisans and producers submitted 100 products for evaluation.

Based on analysis of the evaluation results, training needs were identified. Many local giftware manufacturers were not quite ready to sell their products in the market. In response, Southern Exposure Giftware, with funding from the Canadian Rural Partnership, through the Canadian Agriculture Rural Communities Initiative (CARCI), conducted further product evaluations, marketing and several industry-specific training sessions for local craftspeople.

Training seminars included five full-day workshops designed to assist artisans

with professional practice issues. In all, 104 local craftspeople accessed training throughout the region.

“The seminars are extremely valuable in helping to determine the marketability of handcrafted products, and to help artists get started in the retail world,” said Shannon Cranston, a potter from Hope, B.C. who attended the seminars.

Southern Exposure Giftware has helped build the confidence of local artisans, and has received interest from outside the region. It has also enhanced local community capacity. Many alliances and relationships have been created among local producers as a result of the project.

Current project plans are to expand the training, evaluation and sales events to four additional communities, creating a more regional face to the program.

Southern Exposure Giftware received the prestigious “2003 Economic Development Project of the Year Award” from the Economic Development Association of B.C. for its work in helping build the business capacity of area artisans. Indeed, the project has been successful on many levels, particularly contributing to enhancing, strengthening and diversifying the regional economy.



Some members from the Kaien Island Youth Council in Prince Rupert

## Innovative ideas and commitment to community create a strong brand of rural youth

By Jaie Fell

The well-documented exodus of youth from rural communities is, unfortunately, a familiar phenomenon in small towns across B.C. However, many youth who have chosen to remain or return have a passion for their communities, and work hard to make a difference. The National Rural Youth Conference, held in Orillia Ontario in May 2003, proved this to be true. Youth from rural areas across Canada attended workshops to enhance their skills in community leadership and development. Several youth delegates from B.C. are currently working on projects to enhance youth capacity and improve the quality of life in their communities.



Chad Anderson – Promoting new media in the Peace Country Region

In Dawson Creek, **Chad Anderson**, CEO of New Harvest Media Inc. and Web developer at the Kiwanis Enterprise Centre, is taking a particularly innovative approach to rural economic development. Anderson’s project focuses on promoting new

media, creating a central Web site for the Peace Country region, and establishing an association of creative and technology professionals. Although he’s faced challenges along the way, Anderson’s hard work and dedication to his community have netted some significant achievements, including the Dawson Creek & District Chamber of Commerce Young Entrepreneur of the Year Award. The next step is to begin promoting new media as a career option to high school students.

“Every step forward in building new connections and exploring new possibilities is encouraging,” said Anderson. “Many rural youth already have basic information and communication technology skills and I’m excited about the potential for entrepreneurial young people to create an innovative brand of rural economic diversification.”

In Prince Rupert, **Treena Decker**, Community Economic Development coordinator with the Community Futures Development Corporation of the Pacific Northwest, has been leading the development of the Kaien Island Youth Council. Her project is part of an initiative to develop youth councils and enhance leadership skills in seven different regions of B.C. This will feed into a province-wide peer learning

network. Decker counts one of her greatest accomplishments as achieving Career and Personal Planning credit for youth council members. “Involvement in the Youth Council allows young people to take an active role in their community,” said Decker. “Meaningful youth engagement helps develop leadership skills, organizational skills, project planning skills and it also looks great on a résumé!”

Although post-secondary education drew several council members away from Prince Rupert, the Kaien Island Youth Council has weathered this change well. “I did not anticipate this rebuilding phase so soon into the project, but the youth council is even stronger now than it was last year,” added Decker.

Down in the southeast corner of the province, **Kyle Holland**, an active member with the Columbia Basin Trust Youth Committee and a full-time college student, has been developing the concept for a youth centre in Cranbrook.

Although he’s faced a few obstacles along the way, Holland has consulted with community members and other youth centres to begin painting a picture of the proposed Cranbrook centre.

“Working on my project presents many opportunities for me in my community,” said Holland. “The National Rural Youth Conference provided me with the opportunity to make contacts, learn how to network with motivated youth in my community, and talk to professionals who deal with youth issues.”

The work of these three dynamic young people shows that community involvement is a key factor in the decision of youth to stay, return, or move to rural areas. Their accomplishments illustrate the dedication of youth to improving opportunities for rural British Columbians.



Kyle Holland – Working with community members to develop innovative concepts for the proposed Cranbrook youth centre

## Water conservation can balance water needs

Fisheries and Oceans Canada

Severe low water supplies plagued many areas of the province last summer, due to a combination of low rainfall, hot weather and a below-normal winter snow pack. Many rivers and streams, particularly in the Southern Interior, saw record low water flows. Many reservoirs fell to alarmingly low levels. The situation highlighted the need for everyone to conserve precious water supplies.

Water conservation is about the careful use of water to ensure a sufficient supply for all needs: for communities, agriculture and other industries, as well as wildlife and fish. The summer of 2004 may again see low water supplies, so it would be wise to plan ahead. Implementing conservation measures early in the year can reduce water shortages later when the weather is hot and dry.

Heavy water use can result in low water flows and high water temperatures in rivers and streams. For fish, these conditions can be deadly. They can increase stress and mortality in salmon returning to spawn and can expose physical barriers preventing fish from reaching spawning grounds. Low water

levels and high water temperatures can also increase mortalities among young salmon and trout rearing in streams.

Last summer’s drought conditions prompted several government agencies and concerned groups—B.C. Cattlemen’s Association; B.C. Agriculture Council; Fraser Basin Council; Fisheries and Oceans Canada; B.C. Ministry of Water, Land and Air Protection; B.C. Ministry of Agriculture, Food and Fisheries—to work together to encourage water conservation.

Taking the following conservation measures can help to ensure a sufficient water supply for all:

- Irrigate during cooler portions of the day (not between 11 a.m. and 6 p.m.).
- Co-ordinate with neighbours and associations to recycle water use.
- Increase system efficiencies.
- Match irrigation to crop needs and soil storage capacity.

Other effective water use and conservation strategies are available at the following links:

Environment Canada Water Conservation site

[http://www.ec.gc.ca/water/en/manage/effic/e\\_weff.htm](http://www.ec.gc.ca/water/en/manage/effic/e_weff.htm)

Province of British Columbia Irrigation Water Use and Planning

<http://www.agf.gov.bc.ca/resmgmt/publist/Water.htm#irrigation>



Critical low water supplies last summer left a portion of Cahilly Creek, near Kamloops, high and dry. Photo credit: Tina Chestnut

## The Rural Link

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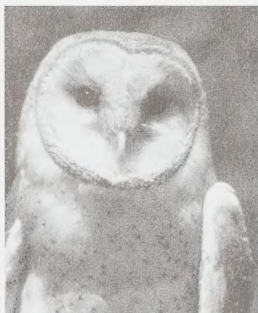


## Canada's new Species at Risk Act (SARA)

By Anne-Marie Sleeman,  
Environment Canada

Atmospheric change, pollution, exotic species, habitat fragmentation and human population growth are all stresses on species and ecosystems. The goal of Canada's new Species at Risk Act is to prevent endangered or threatened wildlife from becoming extinct or lost from the wild, and to help in the recovery of these species. It is intended to manage species of special concern and to prevent them from becoming endangered or threatened. Certain themes run through SARA: cooperation among governments, consultation with people affected by a SARA-related action or decision, stewardship activities, information and ongoing review.

The Species at Risk Act provides a framework for actions across Canada. It sets out how to decide which species are a priority for action and what to do to protect a species. It identifies ways governments, organizations and individuals can work together, and it establishes penalties for failure to obey the law. SARA requires the Minister of Environment to post SARA-related documents and decisions on the SARA Public Registry. For more information visit <http://www.sararegistry.gc.ca>.



The Barn Owl (western population) is a species of special concern under SARA's Schedule One (legal listing).  
Photo Credit: Larry Halverson

## Access to the Internet creates new opportunities in B.C.'s Chilcotin region

By Stephanie Beitz

Eve Whitehead has more than one reason for being interested in the Internet terminals in the Village of Tatlayoko Lake, B.C. As the local librarian, she spends part of each working day teaching her fellow residents how to make contact with the World Wide Web.

As an entrepreneur (she is the owner of the Log Cabin Bed and Breakfast 18 miles down the road at Kleena Kleene), she benefits directly from her new association with electronic communications. Last year, that new connection to the outside world helped her register guests from Texas, France, Ontario, even the Cayman Islands.

Eve Whitehead and her neighbours live in the western end of the Chilcotin region, a remote and thinly populated territory 10 hours driving time north of Vancouver. In this vast area, there are 2,000 residents spread out in seven small villages along British Columbia Highway #20.

Whitehead has been a close observer of the recent changes in this territory due to the arrival of that Internet connection. This connection is the direct result of the efforts of two community activists, John and Dale Kerr. The Kerrs could never have foretold that between the time they decided their home community needed the Internet, and the official opening of those public-access terminals, more than four years would elapse, each of them filled with non-stop lobbying and negotiations.

John Kerr explains. "We were motivated by the need for better communications. When we began this quest, in 1994, things were in terrible shape in this department."

Today, Dale Kerr laughs as she looks back on those busy years. "Our fellow villagers—including those in the nearby towns—wanted better communications just as badly as we did. When we began this project, our public support was unanimous. We really needed this because we were facing an uphill battle."

The Kerrs' struggle included negotiations with B.C. Tel., the Government of B.C.,

the CRTC and School District #27. In the end, the service was improved: B.C. Tel. provided data lines; the province provided access to the provincial "backbone" network; the school district provided technical advice and locations for Internet terminals in three schools, and housed the technical equipment; and Community Access made it possible to purchase computers, routers and modems.

During this time, Dale and John Kerr were working as full-time volunteers and their lobbyist activities were on top of their regular activities: she's a teacher and he's the resident (volunteer) technician. All those letters, phone calls, and face-to-face visits came to a head in August, 1997, when the Community Access Program (CAP) made it possible for them to locate public-access Internet terminals in the schools at Ahahim Lake and Tatlayoko Lake.

A month later the Kerrs offered a dial-up Internet service for people with home computers. Two months later, another expansion, this time to the public libraries at Tatlayoko Lake and Anahim Lake.

The Kerrs call themselves the Tatlayoko Think Tank, known locally as 'TTT'. The TTT is the administrative body, which administers all CAP activities in this growing network.

As the Tatlayoko Lake CAP service continued to grow, dial-up clients became conscious of the promotional potential of the Internet. The Chilcotin district is popular with tourists who want to experience life in the backcountry. As well, many visitors pass through this district en route to the Discovery Coast ferry at Bella Coola.

John and Dale Kerr, through their Tatlayoko Think Tank, have not stopped expanding their electronic network. Driving them on is their shared belief in the right of every Canadian to live wherever they want, and to have universal, affordable electronic links to the rest of the world. They are motivated to strive for social improvement.

## The results are in!

*Community Economic Development Survey highlights importance of CED sector*

A survey of 340 community economic development (CED) organizations was recently undertaken by the Canadian Community Economic Development Network.

The survey reveals the important role CED groups have in mobilizing citizen involvement and volunteer contributions to their communities. CED groups reported that their work involved over 19,000 volunteers, with full-time equivalent staff of 3,410.

A full report is available to download at <http://www.ccednet-rcdec.ca>.

By gathering information from survey respondents, an online searchable directory has been developed and includes links to organizations engaged in CED across Canada. Community-based organizations that are engaging in Community Economic Development are encouraged to visit and add their information to the directory of CED in Canada at <http://www.ccednet-rcdec.ca>.

## Rural Team British Columbia members

Agriculture and Agri-Food Canada  
Canadian Forest Service  
Canadian Heritage  
Fisheries and Oceans Canada  
Environment Canada  
Health Canada  
Human Resources and Skills Development Canada  
Indian and Northern Affairs Canada  
Industry Canada  
Justice Canada  
Natural Resources Canada  
Public Works and Government Services  
Royal Canadian Mounted Police

Rural Secretariat  
Status of Women Canada  
Social Development Canada  
Western Economic Diversification Canada  
Ministry of Children and Family Development  
Ministry of Community, Aboriginal and Women's Services  
Ministry of Competition, Science and Enterprise  
Ministry of Health Planning  
Ministry of Management Services  
Ministry of Sustainable Resource Management  
Community Futures Development Association of B.C.  
Fraser Basin Council

E-mail the Team at:  
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or visit the Team on the Web at:  
[www.rural.gc.ca/team/bc/bchome\\_e.phtml](http://www.rural.gc.ca/team/bc/bchome_e.phtml)



Rural Team BC

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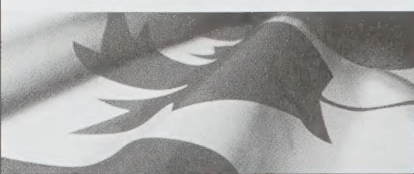
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Service Canada Access Centres/Centres d'accès Service Canada





# The Rural Link

Spring 2006 – Issue 7

## National Honours awarded to two of B.C.'s young leaders

Young people are the leaders of both today and tomorrow in rural communities. Three of the finest rural youth were honoured by the Government of Canada's Rural Secretariat for their exceptional contributions and commitment to their communities.

Dylan Green of Tofino, British Columbia, Mallory Statham of Powell River, British Columbia and Miguel LeBlanc originally of Scoudouc, New Brunswick were presented with the second Young Leaders in Rural Canada Awards (YLRCA) in November 2005.

The ceremony recognized the recipients' achievements in three categories: Innovation, Leadership and Partnership. Green has been the catalyst in bringing an environmentally-friendly public transportation service to his area and won top honours under Innovation. Statham

took the Partnership award for her work in leading youth efforts on a number of community-based events.

The YLRCA are annual awards that recognize and celebrate the successes of rural youth who dedicate their passion, spirit and skills to benefit rural, remote and northern communities. They were created to honour the community development work of rural youth between the ages of 18 and 29 in the three categories.

The following stories profile the work of Dylan Green and Mallory Statham, proving that young people can play key roles in achieving their community's goals. More information on the awards can be obtained by calling toll-free number, 1-888-781-2222 or by visiting the rural web site at <http://www.rural.gc.ca>.

## Innovation Recipient: Dylan Green



PHOTO: JEREMY KORESKI

Green was one of two British Columbians to win Young Leaders in Rural Canada Awards

At the age of 24, when most young people are leaving their small communities for fast-paced careers in the city, Dylan Green knew that he wanted to live in an area that allowed him to balance work and play.

"I moved to Tofino first for a job and second for the year-round open ocean surf. The beautiful setting convinced me right away, I wanted to live here," said Green. "The challenge was finding a job throughout the year, so I started to think of ways I could generate some income for myself."

Setting it apart from other coastal communities located on British Columbia's Vancouver Island, this community of 1,500 is known for its location next to the Pacific Rim National Park Reserve and within Clayoquot Sound UNESCO Biosphere Reserve. The international recognition added to Tofino's shift from being a resource-dependent community to a growing tourism destination.

With his intuitive business sense, Green recognized the limitations of the current transportation services and began to envision a public transportation service that would bring in more tourists to the region. Moving into the scheduled bus industry, he soon discovered, was not an easy task, as licences are controlled by the province and heavily regulated. A strong identified need for a second bus line had to be demonstrated. Thriving on challenges, Green canvassed residents, tourists and small businesses, developing partnerships with adventure tourism companies, hostels, hotels and other businesses in the town and region. His efforts paid off and Tofino Bus was established in 2002.

Through his hard work, Tofino Bus has evolved into a flourishing business with passenger demand growing from almost 400 per month to over 2,000 during the summer season. As the service gained a good reputation, the company moved from a seasonal to a year-round operation in 2004 with a fleet of five vans and planned to move to larger, 24-passenger buses in 2005. Now, Tofino Bus operates with a fleet of 8 buses, most of which are 24 passenger mini coaches. The entire community benefited from the success of the company – new employment opportunities were created, existing services got new contracts and businesses saw an increase in patrons during and beyond the peak travel season.

Green recognized that the tourism industry was completely dependent upon the unspoiled natural environment of Clayoquot Sound; one of the ironies of the company was that it could add to the existing environmental pressures. In 2000, Clayoquot Sound was designated as a United Nations World UNESCO Biosphere Reserve, considered a world-wide leader in creating a sustainable environment. Understanding his responsibility to the health of the environment, Green began to research alternative fuels for use and by the summer season, he had found a relatively new product – biodiesel.

Made from renewable sources (vegetable oil, animal fats) and whose emissions, unlike regular diesel, are not carcinogenic or harmful to the ozone, biodiesel results in dramatically lower levels of pollutants.

"When I first heard that you could run diesel engines on vegetable oil I could hardly believe it," explains Green. "I was instantly curious and started researching the nearest supply source, which I eventually found in Oregon. Our buses began to operate on a 25 per cent biodiesel mixture. With limited supply available in Canada, we happened to be the first scheduled bus in Canada to run on biodiesel."

Green's commitment to the sustainability of his community did not end there; he continues to provide leadership that is inspiring the region to improve the environment. As the director of the Tofino Chamber of Commerce, he has established a working relationship with the Clayoquot Biosphere Trust, which manages the biosphere's associated federal trust, and guided the Chamber in a grant application to study the feasibility of a biodiesel production industry on the West Coast that could result in a new sustainable, "green" industry for the region.

"I am pleased that my contributions will have a positive and long-lasting effect for my community," adds Green.

## Partnership Recipient: Mallory Statham



Statham accepts award in Ottawa under partnership category

"We must look inward to ourselves for the solutions to our world's problem and not wait for someone else to fix them, for someone else to change, or for someone else to give in," affirms Mallory Statham of Powell River, B.C., one of rural Canada's young leaders of today and tomorrow.

Growing up in a resource-dependent community, Statham has seen and felt the acute affect of job losses to a small community. With individuals leaving to find jobs elsewhere, the numbers in her community had dropped, resulting in lower school enrollment and eventually leading to closures and amalgamation. This had a negative effect on students' morale and motiva-

tion. At fifteen, Statham became aware of her community's high dropout, teen pregnancy and substance use rates. She wanted to address some of the root causes of these and felt that awareness and expansion of the existing alternatives would help local youth in making safer choices.

Statham discovered the Youth Ambassadors Program which opened doors around the community and supported her and others in developing leadership skills. She then signed on with Public Health as Leader of the Youth Advisory Council (YAC). Her mandate was to encourage youth to be involved in new activities where they could make new

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## Message from Rural Team B.C.

The Canadian Rural Partnership in B.C. helps to connect government more effectively to rural communities and draws attention to local rural issues. To help address these issues, Rural Team B.C. (RTBC), a network of representatives from a large number of federal departments, provincial ministries and community-based organizations, was formed. Our Rural Team is a group of individuals who are committed to working in partnership with rural and remote British Columbians towards viable and sustainable communities.

Over the past seven years, RTBC has focused on enhancing understanding of important rural and community development issues and has maintained a dialogue with rural citizens to understand their local priorities. To strengthen these communications and provide access to learning and networking opportunities, the Team helps to organize broadly-based, rural conferences and dialogues and provides funding to initiatives that will support the capacity of communities and community organizations.

Providing communities with access to information, resources and tools has been a key activity for RTBC and as a way to improve information exchange, the Team has developed this annual newsletter. We hope this publication provides some informative examples of local approaches that are strengthening our rural communities and we welcome suggestions that showcase successful initiatives underway in your community.

Brandon Hughes

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# It's not just about finding solutions... it's about understanding solutions

Across the country, communities, organizations and governments are carrying out different approaches to building sustainable rural communities. Which approach works best? Under what circumstances? Can they work in other rural communities such as those located here in B.C.?

These are the types of questions the Canadian Rural Partnership (CRP) wants answered through its research initiative called Models for Rural Development and Community Capacity Building (Models Program). This multi-year research project defines rural development as a grassroots approach where rural, remote and northern

citizens work together and plan ahead to make balanced decisions to enhance the human, social, economic, cultural and environmental conditions of their community. The goal of rural development is to achieve long-term viability of a community. Through this initiative, the Government of Canada is working with rural communities to explore innovative approaches to building sustainable rural communities.

Over the next three years, rural community development initiatives that worked well in one community or part of the country, will be tried in two or three other areas. This will test whether these initiatives will

work in other communities and in what types of communities they will work (e.g., do they work best in very isolated areas, areas that are closer to cities or towns somewhere in between?) It will also show what can be done to improve their chances of success and what should be avoided.

The communities participating in the research will play a key role in designing, carrying out and evaluating the initiatives. This participatory research approach will gain useful information for developing future programs, services and policies for rural Canada. The information will also be useful for any individuals, organizations or

communities interested in carrying out rural community development work. They can take advantage of ideas and lessons learned in other communities.

British Columbia's rural communities will be participating in this research approach through the application of three models. To assist with the implementation, the CRP will be investing more than \$2.6 million. The following three summaries provide an overview of these particular projects.

For more information contact Janine Gyug, Program Officer for the Rural Secretariat, at 1-877-295-7160 or e-mail: [gyugj@agr.gc.ca](mailto:gyugj@agr.gc.ca)

## Accessible and community-focused services narrow the distance gap



PHOTO: NISGA'A LISIMS GOVERNMENT

If you live in rural Canada, you know how hard it can be to find and access services – whether they're services for children, families, youth, adults, or seniors. Even if social services are available to you, they are often not available in your own community, during the hours you need them, or in a way that responds to your individual needs. Governments and social service agencies across Canada struggle to successfully respond to the specific challenges of rural, remote, and northern communities. The Childcare Family Access Network in Manitoba is examining ways to address these challenges by making services more available and accessible to rural areas with the design and delivery of the Integrated Hub Model (IHM).

The IHM is a series of steps that focus on community capacity building. Each step

offers activities and actions designed to encourage the integration of services in rural communities. The goal of the process is to support communities in developing the capacity and skills to secure and tailor government and non-government resources to meet the needs of their community. The IHM provides opportunities for community members to influence how services are accessed and, more importantly, what services will ultimately be available. The emphasis is on the service itself rather than the provider or the origin of the service. The model respects the fact that community members generally are not worried about who funds a particular community service; clearly their interest lies in accessing the service they need.

The Integrated Hub will be transferred to two diverse geographic areas representative of rural Canada with one of those areas selected in the Nisga'a First Nation, north-west of Terrace, B.C. in the Nass River Valley. The other site is on the Port au Port

Peninsula in Newfoundland and involves three Francophone communities. The lessons learned will be used to develop tools and training supports to ensure the successful transferability of the IHM to other rural communities across Canada.



PHOTO: NISGA'A LISIMS GOVERNMENT  
Raymond Azak, Dancer

The Nisga'a Nation became involved in this model to address youth issues using an integrated approach involving the family and community as a whole. With the growing number of youth in the community, approximately 40 per cent of Nisga'a are under the age of 20 with almost 60 per cent of the youth between the ages of six and fifteen.

An important aspect of this project was to identify support from the Nation in the early stages of developing a community plan. The Nisga'a Nation held consultative meetings with the leadership and elders of the four Nisga'a villages: New Aiyansh, Gitwinksihlkw (Canyon City), Gingolx (Kincolith) and Laxgaltsap (Greenville), and the three urban areas of Prince Rupert/Port Edward, Terrace and Vancouver. From these discussions, the

Nisga'a Lisims Government recognized the need to develop and adopt a comprehensive nation-wide policy framework to guide initiatives and programs directed to Nisga'a youth. This will be done through the leadership of the villages and societies and in close consultation with Nisga'a youth and their representative organizations.

Encouraged by the support for a youth focus, the Nation moved ahead on the decision to create youth councils in each of the villages and societies to help organize a vehicle for youth to have a voice within Nisga'a Government. A youth "appointee" from each Nisga'a community will have the opportunity to make a presentation to the Nisga'a Lisims Government Executive about their respective council and its activities on an ongoing basis.

The Nation hopes that these councils will be an important part of implementing the Integrated Hub Model and that this approach will result in more responsive resources for youth, giving them more opportunities as they identify what is important for themselves.

For more information, contact Emily S. Clark, Nisga'a Lisims Government, at e-mail: [emilyc@nisgaa.net](mailto:emilyc@nisgaa.net) or telephone: (250) 633-3063.

## College of the Rockies spearheads Tourism Cluster Project



Regional Industry Advisory Committee based in East Kootenay

The College of the Rockies, in partnership with the Association of Canadian Community Colleges (ACCC), Collège Boréal and Nova Scotia Community College has received core funding under the Models Program to develop and test Rural Knowledge Clusters. The main activity of a Knowledge Cluster is to share and transfer knowledge and information between stakeholders, leading to actions that enhance the effectiveness of an industry.

The three colleges involved in this research project will incorporate an

applied research approach within three very different sectors of Canada's economy and in three different regions that are experiencing challenges resulting from the loss or fluctuation of primary resource-based industries. The results will assist efforts to help rural communities and regions realize their full economic and lifestyle potential, moving away

from their dependence on one resource and develop a more diversified and stable economy.

Based out of the East Kootenay campus, the College of the Rockies is focusing its testing on developing an industry-driven, College-supported Rural Tourism Knowledge Cluster (TKC). TKC will bring together representatives from industry, education and government, local and regional industry and stakeholders, product and service suppliers to the tourism industry, existing tourism support organi-

zation partners and a host of new provincial and national partners to create a hub of expertise in the tourism industry for the region.

"The College is pleased to be part of this project which has major potential to advance tourism opportunities in the East Kootenay region," notes President and CEO of the College of the Rockies Dr. Nick Rubidge. "This is particularly important with the overall growth of tourism in B.C. and the success of the Vancouver/Whistler Olympic bid for 2010."

The TKC is expected to bring 60 to 70 local, provincial and national partners on board to provide learning materials, instruction time, meeting space and expertise at little or no charge to the project. The financial value of in-kind contributions from volunteers, partners and the College is estimated to exceed \$500,000 per year once the model has been fully implemented.

Using participatory approaches to bring together industry, stakeholders and community groups to focus on strengthening the region's tourism industry, TKC has the potential to produce significant results. One such result is to determine

how community colleges can influence industry clusters and further the region's economy. Another major potential result of the pilot test is to identify indicators that the Rural Knowledge Cluster Model will be successful when working with industry clusters.

The Rural Knowledge Cluster Model has the potential to enable participating institutions to create competitive advantages for local businesses to contribute to economic diversification by developing a rich base of skilled workers, an enhanced local entrepreneurial culture and increased research and commercialization capacity. Of equal importance is enhancing existing tourism operations, business practices and infrastructure while attracting new tourism businesses and tourism support businesses.

For more information on the East Kootenay Tourism Knowledge Cluster, please contact: Graham McRae, Kimberley Campus, at e-mail: [gmcrae@cotr.bc.ca](mailto:gmcrae@cotr.bc.ca) or telephone (250) 427-7116, ext. 205, or Carrie Schafer, Cranbrook Campus, at e-mail: [cschafer@cotr.bc.ca](mailto:cschafer@cotr.bc.ca) or telephone (250) 489-0422.



# Strengthening social enterprise development capacity

The Centre for Community Enterprise (CCE) has begun the organizing and development work on the Social Enterprise: A Community Wealth Builder Model. This project will provide training and a range of technical assistance supports and coaching to three regional development organizations in each of three provinces: BC, Alberta and francophone Ontario. The training will focus on the use of the Social Enterprise Development Checklist, a tool that supports the assessment of readiness and the identification of organizational and business development tasks required for the start-up or expansion of social enterprises.

One of the current activities is the development of the workbook that will be the basis for the project workshops. The following definition is taken from the draft workbook, and follows the development of several case studies that represent the range and scope of social enterprise as we think of it. The workbook will be available in the spring on the CCE web site: <http://www.ced-works.com>.

There are many definitions of social enterprise and much discussion on what the essential elements of this term should be. However, we can see quite clearly from the many stories and case studies that exist that there are some defining features:

- Social enterprise inserts social goals into the economic equation. A social and economic return on investment is consciously pursued, whether or not there is public investment in the enterprise.
- Building a means by which people can organize on the basis of mutual support and solidarity is a preoccupation of social enterprise.
- Strengthening community, at one level or another, is an intended result.
- Selling into the market is an important part of any social enterprise.
- Ownership is important; it is a central means of achieving an integration of social and business goals.

*At the end of the day, the definition we suggest as being clear and inclusive is: "A social enterprise is a revenue-generating business with primarily social objectives whose surpluses are reinvested for that purpose in the business or community."*

The definition alone is not sufficient to inform our thinking about social enterprise, however, within that defini-

tion, there is a range of types of social enterprises. At one end of the spectrum, the training business, partially supported by public investment and partly by selling products and services into the market place, specializes in empowering and training a particular disadvantaged group. At the other end of the spectrum we have a multi-million dollar set of businesses owned by a First Nation through their community development corporation. In between we see interest-based, sector-based and place-based social enterprises that represent enterprising solutions to problems and challenges not being taken up by the traditional private sector. The result is "values added" to individuals, communities and society at large.

The Social Enterprise Development Checklist simply put, is a tool. In this project, the tool is the basis for beginning to think about and structuring a systematic approach to social enterprise development. The tool focuses on key aspects of organizational readiness and development, building strategic alliances and the selection and development of the business itself within the context of the community.

The Community Wealth Builder is specifically designed to increase the scope and the quality of relationships among provincial and regional organizations working toward social enterprise development. One of the ways this will be achieved is through the establishing of steering groups that include provincial and regional organizations, which also participate in "train the trainer" workshops, and then deliver workshops (using the tool) in their regions. The tool helps local community-based organizations to determine for themselves their readiness to proceed, and assesses their stage of development. The workshops then become a promotional and educational tool for regional organizations to support outreach into the community. Regional organizations will also receive ongoing support and technical assistance funds for the purpose of social enterprise development.

Last, but not least, the project is organized around a comprehensive research and evaluation framework that will track and measure impacts at the provincial, regional, community and social enterprise levels throughout the two years of implementation.

Please address inquiries to  
Michelle Colussi,  
Co-Director of CCE,  
at e-mail: [colussi@shaw.ca](mailto:colussi@shaw.ca)  
or telephone: (250) 595-8874.



Representatives from organizations that work on issues of importance to rural and remote communities came together to examine ways the Network could co-ordinate and strengthen efforts

## B.C. Rural Network: Linking people, information and activities

The need and desire to improve networking and exchange information among rural communities has been clearly identified by rural stakeholders across B.C. This message had been heard at forums such as the Canadian Rural Partnership's National Conferences and Rural Dialogues, the Community Economic Development Network's "Counting Communities In" Initiative, B.C. Rural Summits, and the "Sharing Lessons Learned" Forum.

The "Sharing Lessons Learned" Forum in Prince George (May 2003) focused on the importance of improving communications across rural B.C. as key to building stronger rural communities in our province. It was also recognized that there are many existing networks and resources available to rural communities, but no broad information that was inclusive of broader rural concerns (i.e., social, cultural, economic and environmental). At this forum, a task force was established to initiate action on the development of a province-wide network and to co-ordinate activities for B.C.'s rural organizations.

Following the forum, an initial 'Working Group' of five representatives from rural organizations met to discuss how to build better communication to meet rural needs, and to co-ordinate and strengthen efforts to build the capacity of rural and remote communities. The Working Group submitted a proposal to the Canadian Rural Partnership to create a provincial rural co-ordination organization. In March 2005, an investment of \$115,000 over two years was announced to support the establishment of the British Columbia Rural Network.

The Network first met in the spring of

2005 to determine how to build better communication links within and across communities. This session included broad representation from organizations that work on issues of importance to rural areas. It highlighted the potential benefits of mutual support and alliances and provided further input to the development of an effective structure for a province-wide rural network.

"Rural conferences and forums in B.C. have always brought together a diverse group of participants from all parts of the province and all definitions of rural communities," noted Maureen LeBourdais, co-ordinator for the Network. "Now, it's crucial that there be a progressive approach to building momentum and buy-in from broad-based rural organizations."

Over the course of 2005 and early 2006, a series of regional forums were held around the province to hear from rural citizens on how the Network can best provide a forum for rural concerns. The B.C. Rural Network is partnering with Community Futures Development Corp. of Okanagan Similkameen and Rural Team B.C. to bring rural stakeholders together at the 4th Annual B.C. Rural Summit, April 20-22, 2006, in Osoyoos, B.C. for the first Annual General Meeting of the Network, in conjunction with the Summit. At that time, the Network intends to confirm its structure and membership, and determine priorities for an action plan.

For more information on the  
B.C. Rural Network,  
visit <http://www.bcruralnetwork.ca>  
e-mail [info@bcruralnetwork.ca](mailto:info@bcruralnetwork.ca)  
or call (250) 620-3505.

## Counting Rural B.C. In!



Did you know...

Approximately **14%** of British Columbian's live in rural and small towns<sup>1</sup> and contribute up to **71%** of the province's total international exports.

Source: Soon to be released Rural British Columbia Profile and Urban Futures Institute's report on Resource Dependency.  
<sup>1</sup>Rural and small towns are defined as communities with a population under 10,000 that are outside the commuting zones of larger urban centres.



# Team B.C.: Communities setting the pace

As the Small Communities representative for the Union of BC Municipalities (UBCM), Mayor Sharon Hartwell of Telkwa, B.C. had a vision of bringing

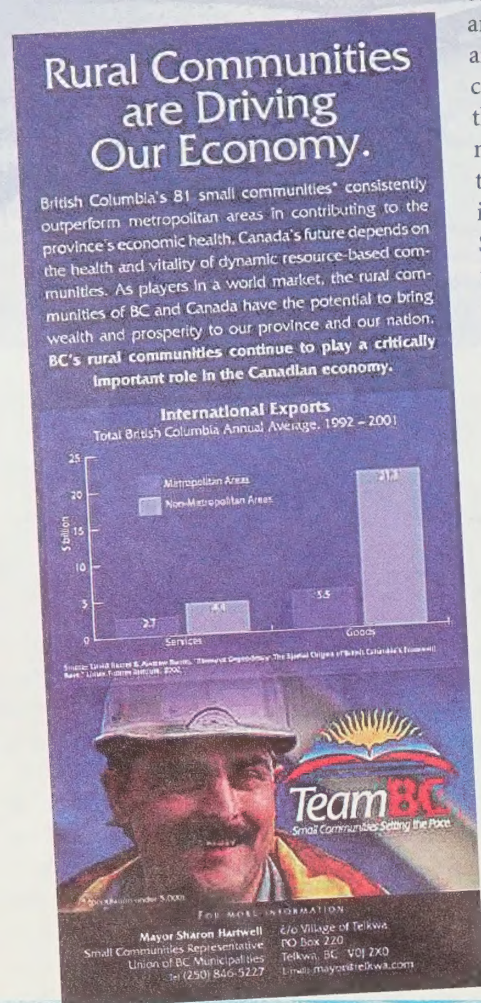
British Columbia's small communities (defined as 5000 residents or less) together to raise awareness of the important role they play in the provincial economy. Hartwell stressed that these areas are important to maintaining and building sustainable, healthy communities. As a way to strengthen the regional rural voice, Hartwell's messages focused on drawing attention to issues and opportunities facing those small communities in B.C. She noted the increasing awareness of the important cultural and economic contributions small communities make in B.C. and indeed, in Canada. Hartwell advocates enhancing networking opportunities and idea-sharing amongst B.C.'s small municipalities.

Representing more than 80 towns and villages, members of Team B.C. presented these messages to the federal government and other Canadian municipalities. A delegation of municipal representatives attended the Federation of Canadian Municipalities (FCM) conference held in St. John's, Newfoundland and Labrador in summer 2005. To ensure a strong presence at this meeting, the Team developed a promotional visual campaign that could also be used

for promotional/educational purposes on an international level. The presentation included a trade-show exhibit that showcased key facts about the province's rural communities. It is supported by an audio-visual show in DVD format.

The initiative was well received by the small communities with 55 per cent of UBCM's members supporting in principle; 52 per cent sponsored the initiative with a \$150 partnership fee. Canadian

Rural Partnership's Rural Team B.C. is working with these partners to co-ordinate the local government-oriented promotion of Team B.C. through the federal, provincial network of the rural team. For further information about Team B.C.: Small Communities Setting the Pace, please contact Mayor Sharon Hartwell, Village of Telkwa, at e-mail: [mayor@telkwa.com](mailto:mayor@telkwa.com) or telephone: (250) 846-5212.



## Beetle report looks at spread and aftermath

Natural Resources Canada has recently released the 2005 Mountain Pine Beetle Initiative Interim Report.

The report looks at the progress of beetle research and the delivery of land-based programs during 2003 and 2004 – a time when a top priority of the Initiative was to quantify the level of infestation and determine its rate of spread.

Examples of funded projects highlighted throughout the report include:

- evaluating the extent and magnitude of fuel hazard associated with beetle-killed stands,
- examining how to integrate large volumes of beetle-killed timber (and its problematic characteristics) into existing manufacturing processes and markets, and
- studying the effect of climate change on mountain pine beetle range expansion.

During this period, almost \$5.5 million went to 75 collaborative projects aimed at researching the beetle and the ecological, economic and social impacts of the epidemic.

Another \$2.25 million funded 215 projects to assist private, non-industrial forestland owners and First Nations with lands affected by mountain pine beetle.

Parks Canada implemented about 65 beetle-management projects in the Rocky Mountain National Parks on the leading edge of the infestation with \$2.6 million in funding from the program.

The Initiative, a six-year, \$40 million program, is part of the federal government's response to help battle the mountain pine beetle.

The program funds research to deal with the impacts of the current

epidemic and to reduce the risks of future epidemics. Funds from the program also go to assist private landowners and First Nations to control and rehabilitate beetle-infested land.

Order or download the report, free of charge, from the Canadian Forest Service bookstore at <http://www.bookstore.cfs.nrcan.gc.ca>, and to learn more about the Initiative contact Ardelle Polus at 1-888-255-7041 or visit the web site: <http://mpb.cfs.nrcan.gc.ca>



Mountain pine beetle

## National Crime Prevention Strategy

Public Safety and Emergency Preparedness Canada's (PSEPC) National Crime Prevention Centre (NCPC) is responsible for implementing the National Crime Prevention Strategy. Our work is based on the principle that the surest way to reduce crime is to focus on the factors that put individuals at risk -- factors such as family violence, school problems and drug abuse. We aim to reduce crime and victimization by tackling crime before it happens.

The National Crime Prevention Strategy is the Government of Canada's action plan to reduce crime by addressing its root causes in order to build stronger, healthier communities. The strategy provides communities with the tools, knowledge and support they need to deal with the causes of crime.

Phase I started in 1994. It provided a framework for co-ordinating a range of federal initiatives that emphasized a proactive and social development model for crime prevention. It also established the National Crime Prevention Centre (NCPC), whose work advanced a social development approach.

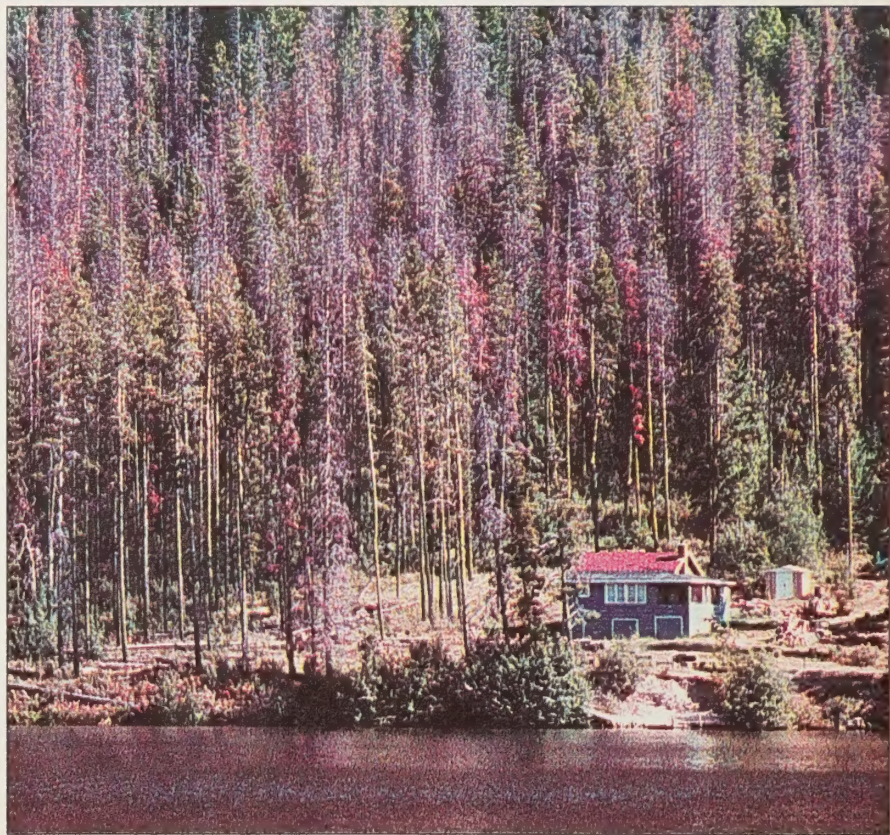
Phase II was launched in 1998. It built on the recommendations and the four years of consultation and policy work of the NCPC. It supported Canadian communities in undertaking crime prevention activities, primarily through the distribution of grants and contributions, but also through the dissemination of "lessons learned." In other words, it enabled the Government of Canada to broaden its partnerships and help communities design and implement innovative and sustainable ways to prevent crime.

In B.C., the National Crime Prevention Strategy has supported 851 projects,

totalling more than \$36 million. These projects aimed to: promote partnerships between governments, businesses, community groups and individuals to reduce crime and victimization; assist communities in developing and implementing community-based solutions to local problems that contribute to crime and victimization; increase public awareness of, and support for, crime prevention; and conduct research on crime prevention and establish best practices.

PSEPC's National Crime Prevention Centre has restructured its funding activities into three new programs. They have been designed to respond to community demands for a simplified and more easily accessible funding process, as well as a longer-term support for multi-year efforts. The new funding programs put renewed emphasis on results, accountability and evidence-based strategies. Provincial priority issues to be addressed include: sexual exploitation and human trafficking; prevention of youth gang violence; restorative justice approaches; family violence; sexual abuse; Fetal Alcohol Spectrum Disorder and other hidden disabilities. Projects that support the positive development of school-aged children and youth at risk in order to minimize the likelihood of them becoming victims of crime or offenders will be considered among the priorities.

For more information on funding programs, please call one of our three Community Co-ordinators: Terry Skarbo at (604) 666-5718, Asja Major at (604) 666-5705, Barbara Oleschuk at (604) 666-5561, or visit our web site at <http://www.psepc.gc.ca>



Forest affected by beetle infestation



## Service Canada opens the door to improved services for Canadians



As one of the approximately nine million Canadians living in a rural or remote area of this country, you will be pleased to know that on September 14, 2005 the Government of Canada announced the official opening of Service Canada.

Service Canada brings together a network of 320 points of service in communities throughout the country; a national 1 800 O-Canada (1 800 622-6232) telephone service providing information about federal government programs and services; and online services available at <http://servicecanada.gc.ca>. These programs and services range from parental and pension benefits to matching employees with job seekers to applying for a passport and obtaining a social insurance number.

Living in a rural or remote community it is often difficult to access government services, especially when distance is a factor. Making it easier for Canadians to obtain information on government programs and services is what Service Canada is all about. By putting the citizen at the heart of everything the government does, it provides more personalized service and better outcomes for Canadians. This concept of "citizen-centred" service delivery is something the Government has been working towards for several years.

As a result, Service Canada's staff are now trained and ready to provide a knowledgeable, first point of contact for the Government of Canada. In fact, a number of service improvements can be accessed right now.

- Canadians can apply for passports in 23 Service Canada locations across the country.
- Official-language minority support services provided through three centres in Manitoba are now part of Service Canada; similar initiatives are planned in other locations across Canada.
- In five pilot locations in Quebec and Alberta, individuals can apply for and receive a Social Insurance Number (SIN) in one visit. A national roll-out of this service is planned for spring 2006.
- An integrated 1 800 O-Canada (1 800 622-6232) call centre network answers 50 million calls per year.
- New online services are also available;
  - Individuals can apply for Employment Insurance benefits as well as file reports;
  - Canadians who contribute to the Canada Pension Plan are able to view their statement of contribution online and access useful tools which can help them with their retirement plans; and
  - Employers can take advantage of using the convenient online Record of Employment service to send employment information to government, saving considerable time and effort.

This is just the beginning. In 2006, Service Canada's points of service will double, reaching 1.25 million more Canadians and giving access to more remote and rural communities. We are excited about our expanded service network and look forward to serving you in the future.

CALL 1 800 O-Canada (1 800 622-6232)  
TTY/TDD: 1-800-465-7735

CLICK <http://servicecanada.gc.ca>

Service Canada Access Centres

# Moving the B.C. social economy forward

There is a rich history and well-developed social economy here in British Columbia, long before the term ever existed. Today, supporting social economy efforts and social enterprises are national priorities. The Government of Canada expressed its determination to help social economy enterprises in a number of ways, including an investment of \$132 million for capacity building (\$17 million over two years), financing (\$100 million over five years), and research (\$15 million over five years). Western Economic Diversification Canada (WD) is responsible for the design and delivery of new programs to support the social economy in Western Canada.

As part of this national initiative, the B.C. Social Economy (SE) Roundtable is stewarding a handful of new projects that will benefit social economy participants at the local, regional and provincial levels. With the support of WD and Vancity Credit Union, four provincial initiatives are currently underway and designed to feed into the development of a provincial policy framework, building a solid foundation for growth. These initiatives are: Mapping the Social Economy; B.C. Social Economy Showcase: B.C. Stories project; and Defining the B.C. Social Economy project.

To understand how best to create an effective and lasting support structure for the B.C. social economy, the first step is to survey what already exists. What support networks are already in place? What financial instruments are available to social enterprises and how are they accessed? Mapping the Social Economy will build an inventory of all these assets and make the information available online. Led by the United Community Services Co-operative, the project will help anyone active or interested in SE to:

- See the community as an asset-filled network of social economic activity (working with people);
- Network and work synergistically outside our normal spheres of activity/influence; and
- Get proactive with government policy makers to unleash the huge potential of self-organizing communities to meet their own needs.

Another aspect is the understanding and integrating of local and regional perspectives into a provincial social economy strategy. The B.C. Social Economy Regional Forums 2005, organized by the Canadian Community Economic Development Network in partnership with the Community Futures Development Association of B.C., are designed specifically as a mechanism to feed local and regional input into the provincial strategy and to bring information about the social economy to all parts of the province. In 2005, there were nine one-day forums held that engaged participants in a dialogue on how to grow and strengthen capacity of the social economy sector and enterprises within their region. A summary report on these consultations will soon be made available online.

There are many innovative activities and social enterprises that are successfully driving the social economy in B.C. These stories need to be told – to the media, the public and to policy makers. By bringing them to life, the power and impact of the social economy model will become clear. Stories of the rural, urban and First Nations' social enterprises, the vibrant co-operative movement, or initiatives in the Downtown Eastside. These are just some examples of what the Institute for Media, Policy, and Civil Society will document through A Social Economy Showcase: B.C. Stories project.

The information and experiences collected in all of the provincial social economy

projects will feed into the development of a formal definition. The Defining the B.C. Social Economy project co-ordinated through the B.C. Co-operative Association will provide a "Made in B.C." definition. This definition is intended to reflect the unique characteristics of the province that have influenced how the social economy has developed here while keeping to the principles that characterize social economies around the world.

The B.C. social economy movement has many champions, with individuals and organizations providing leadership locally. The B.C. Social Economy Roundtable is one champion, providing collective provincial leadership on the social economy across different sectors.



The Harrop-Procter Community Co-operative harvests timber according to eco-system based principles, and sells timber to major forest licensees in the region. It also retains a portion of timber to send to local mills to make into value-added products. Pictured here is Dave Johnson of Mill Creek Enterprises.

To learn more about these projects or the B.C. Social Economy Roundtable, visit <http://www.socialeconomy.ca>, call (604) 718-8295, or e-mail: [info@socialeconomy.ca](mailto:info@socialeconomy.ca)

From A Social Economy Showcase: B.C. Stories project.

## Harrop-Procter Community Forest

Situated between the Purcell and Selkirk Mountains of Southeastern B.C., the tiny villages of Harrop and Procter are developing a new approach to forestry. Most Harrop-Procter residents draw their drinking water from the numerous small creeks cascading down the mountain, and for the past 25 years, they have struggled to protect these watersheds and to have a voice in the logging practices in the surrounding forests.

In 1999, The Harrop-Procter Watershed Protection Society was awarded a B.C. Ministry of Forests Community Forest Pilot Project: a license

to log that combined community involvement, environmental concerns and business opportunities. For the first time, local loggers and environmentalists have set off into the woods together to harvest trees from their own watersheds.

The Harrop-Procter Pilot has gone two steps past the typical community forest by implementing an ecosystem-based plan at the landscape and timber stand levels as well as value-added strategies to expand local employment. The goal of ecosystem-based planning is to leave a fully functioning forest after logging takes place.

## Malcolm Island Shellfish Co-operative

The Malcolm Island Shellfish Co-operative was formed in 1998 by a group of local residents looking for a solution to address the down-turn in their resource-based industries. Even though the primary goal of the co-op is to provide long-term sustainable economic growth and job opportunities for the Malcolm Island community, it also serves an important environmental goal: to restore abalone stocks, a fish that is threatened with extinction in British Columbia.

Abalone are held in aquariums in Canada, and prior to the establishment of the Malcolm Island Shellfish Co-operative, no farming, ranching or culturing of abalone stocks was taking place. Members of the co-op saw a unique niche and in addition to providing much-needed jobs for local residents, are helping rebuild the wild abalone stocks. As well, the co-op supports other coastal and First Nation communities by sharing the tools and technology they have developed through their own work.

## Sointula Co-operative Association

In the early 1900s, Sointula was an isolated town. The lack of ferry access from Port McNeill, along with winter storms and cold weather, often made it difficult for residents to obtain supplies. In 1909, a group of inspired Sointulans decided to open a co-operative store to provide Sointulans with access to food and hardware, while keeping profits in the community.

The co-op store served to bring community members together. It was a place to exchange news and discuss politics. There were even times when the store acted as an unofficial governing body. The general meetings held twice a year, provided a forum to discuss not only every detail about the store – from hamburger to shoelaces – but also to debate community

issues. The store helped develop Sointula by donating a portion of its profits to the library, the cemetery and local recreational projects.

The role the Sointula Co-op Association had in building its surrounding community is remarkable, but what is even more remarkable is that this store is still operating and remains one of the oldest and longest running consumer co-ops in western Canada, and the longest running co-op in British Columbia. To this day the co-op continues to remain a driving force in its community, employing 20 Sointulans and donating money every year to local causes such as the preschool, bursaries to Sointula High School graduates and supporting other co-op initiatives.

## Counting Rural B.C. In!



Did you know...

Compared to urban citizens, rural and small town<sup>1</sup> British Columbians were more likely to be self-employed  
**19%** compared to **13.8%.**

Source: To be released Rural British Columbia Profile. Keep your eyes posted at <http://www.rural.gc.ca>  
<sup>1</sup>Rural and small towns are defined as communities with a population under 10,000 that are outside the commuting zones of larger urban centres.



# Sustaining life-long learning in northern B.C.

By Bonny Hawley

Northern communities are faced with numerous challenges as they begin to engage in the knowledge-based economy. These challenges include distance, communication, access to technology and skilled personnel, and sustaining our Community Learning Network following a three-year funding period from Service Canada's Office of Learning Technologies.

The Pleasant Valley Learning Communities Co-operative (PVLCC) provides ongoing support to the Community Learning Network in northern rural B.C. The project is housed in Houston, but covers the Village of Granisle and the unincorporated areas in "Area G" of the Bulkley Nechako Regional District (serving communities of Topley, Tachet, and Houston). The Co-operative is a three year research project to develop a model for learning in rural communities that began in February 2005. The focus is to learn through technology and as a goal the activities emphasize preparing individuals and the community

for employment currently and for future opportunities in the global marketplace.

In addressing challenges around communication and technology, one of our more successful tools is the Community Learning

Calendar. Community Calendars are not a new concept; however, what sets ours apart from other calendars is how this service has encouraged several organizations to come together and share information within the region. To support this initiative on an ongoing basis, the Houston Link to Learning, the literacy organization and host of the PVLCC project, maintains the calendar and offers it to organizations without charge. This interactive product allows a learning event to be added by any one or any organization with PVLCC having

editing control if it gets too unwieldy. To facilitate an understanding of how this tool can work to the benefit of organizations, PVLCC has delivered short workshops on utilizing the calendar and continues to be available as a source for assistance.

Community services and educational organizations have always lamented that the community was disconnected and what they offered often times seems to conflict with another organizations' activity. Using this calendar as a way to bring the various events together in one central spot, community

organizations are finding they are able to schedule events more effectively to limit the number of conflicts. This has helped community members in taking advantage of opportunities that are aimed at enhancing learning and

skills development for the community.

Reaching people and organizations in our communities still works best with in-person contact. As a technology-focused project we wanted to find a method of increasing the comfort zone of using technology in an interesting and entertaining way. Our calendar is easy to access and easy to use - a single demonstration of the technology is often all that is needed to build confidence in a beginner.

The research from our initial phase is completed and we are now developing test models for learning through technology from the data received from the research. We are hoping the Community Learning Calendar will be a sustainable and effective tool. We also hope to increase participation in learning activities derived from this project and increase the awareness of the benefits of life-long learning overall.

To find out more about this or other initiatives of the PVLCC, contact Bonny Hawley, Project Co-ordinator, at (250) 845-5902 or e-mail: [bhawley@thehub.literacy.bc.ca](mailto:bhawley@thehub.literacy.bc.ca)



## Passing the Fire

By Alex Taylor

On Thursday, October 27, 2005, Evelyn Clark travelled from Sointula (northern tip of Vancouver Island) to Vancouver to take part in the first B.C. Volunteerism Academy. She was one of 29 participants who brought their stories, experiences, and passions from across British Columbia with one common goal: to strengthen community volunteerism.

Passing the Fire: 2005 Volunteerism Academy, hosted by the B.C. Network for the Canada Volunteerism Initiative (CVI B.C.), was a learning exchange that brought many unique aspects to a variety of issues together in one forum. For example, leaders from different sectors discussed the challenges and opportunities about volunteering in their communities; an inter-generational forum connected participants ranging in age from 17 to 72; and perhaps most striking, leaders were selected almost exclusively from rural and remote communities from outside the Lower Mainland.

For Clark, the opportunity helped her explore what volunteering in her community can be about. "Participating in the Academy was all about camaraderie and great dialogue," said Clark. "Highlights included the innovative approach to looking at issues around volunteerism, and a renewed appreciation for all we

can learn from the different generations who make up our communities."

The Canada Volunteerism Initiative, launched in 2001, is funded by Canadian Heritage. Its goals are to encourage Canadians to volunteer with organizations; to improve the capacity of organizations to involve volunteers; and to enhance the experience of volunteering. A host organization was determined in each province and territory to develop and deliver the goals in their respective region. In British Columbia, Volunteer Vancouver is the host of the CVI B.C. Network.

Passing the Fire was the product of the effort and commitment of the CVI B.C. Network. The Network recognized there was a need for capacity building opportunities for individuals who may not otherwise have access to resources found in larger urban centres, as many small communities are dependant on their volunteers.

The Academy was an opportunity for community leaders from all corners of British Columbia to "pass the fire" on volunteerism—both between generations and back to their own regions. This event provided three days of learning, knowledge exchange, and action plan development for volunteerism. Participants



Community leaders representing three generations from across B.C. and Yukon attended the 2005 academy for volunteers

finished the weekend energized to implement the second phase of the program, which will involve a customized regional action plan that is committed to increasing the capacity of organizations in their region to involve volunteers. One group of participants representing the Nicola-Thompson-Okanagan region (self named "Tribe NTO") began their plan as early as December 5, 2005, with an event marking International Volunteer Day in Kamloops. As well, this group plans to host their own version of a Volunteerism Academy in Merritt, B.C. during spring 2006.

CVI B.C. along with corporate partners such as BC Hydro will provide funding and support to help implement the regional action plans and development of stories on these plans to be shared with residents of each region.

To learn more about Passing the Fire visit <http://www.passingthefire.ca>

For more information about the Canada Volunteerism Initiative in B.C. contact Alex Taylor, Manager of CVI B.C., at 1-866-940-INFO, e-mail: [cvibc@volunteervancouver.ca](mailto:cvibc@volunteervancouver.ca), or visit <http://www.volunteervancouver.ca>

## Women and rural social infrastructure

By Nythalah Baker

There has been a positive shift in the way various levels of government look at communities. Increasingly bureaucracies are looking beyond physical structures (e.g., highway systems) and economic development for community growth. More and more, governments realize that social health and well-being are important parts of community survival and sustainability. They are beginning to recognize the connections among and between social, economic and physical infrastructures. This is especially true in British Columbia.

In rural communities in B.C. the social fabric continues to be stretched as many services and programs have been decentralized to larger centres. Formal and informal social supports, however, play an essential role in community belonging and cohesiveness throughout the

province. As discovered through dialogues conducted with rural community members between 2000 and 2004, women in particular have developed creative and resilient strategies in response to the loss of various public services in their smaller communities. Their experiences may be useful in the development of models to sustain communities and enhance social infrastructure.

As the Canadian Rural Partnership's Rural Team B.C. 2005-2006 Action Plan identified this idea of "social infrastructure" as a theme, members wanted to get a better understanding about social infrastructure and how it is relevant to rural communities. Consequently a project is underway to apply a gender-based analysis, a useful policy review tool, to examine social infrastructure in rural and remote communities, what it looks like, how it supports

rural women, and the consequences when this social fabric is not intact.

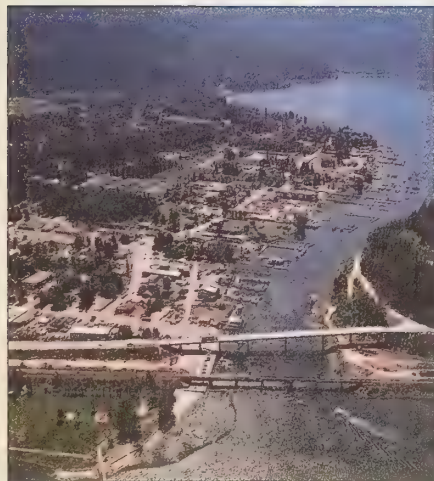
There are currently many definitions and no clear framework about the concept of social infrastructure. By exploring the range of definitions currently available and what research exists on rural social infrastructure, this project aims to provide a definition for the phrase 'social infrastructure'. This proposed definition intends to ensure a better and more consistent understanding of the phrase. The project also involves summarising themes from various Canadian Rural Partnership's Rural Dialogues and research projects conducted by women's equality seeking groups in B.C. This review will provide case examples for a discussion paper, which aims to help readers gain a better understanding of the concept of social infrastructure in practice.

The discussion paper *Women and Rural Social Infrastructure* will help to clarify 'social infrastructure', what it is and how it currently exists in communities. The paper and findings will also be presented to Rural Team B.C. in the spring. Once shortcomings are identified, with the help of this paper, rural team members will be better equipped to develop and support programs that address any voids. Ultimately, this fact-finding exercise will strengthen the department's ability to support the survival and sustainability of rural communities.

For more information on this or other related projects, contact Nythalah Baker, Co-ordinator of the B.C. Rural Women's Network, at (250) 542-7531, e-mail: [bcruralwomen@junction.net](mailto:bcruralwomen@junction.net), or visit our web site: <http://www.bcruralwomen.ca>



# Small steps toward a big vision



By Clyde Tucker

Sicamous, a beautiful little town of about 3,600 situated in the Shuswap Lake area, was once another resource-dependent community contending with the closure or downsizing of many nearby mills. In embracing tourism as an economic alternative, Sicamous styled itself the "houseboat capital of Canada" and in the summer season, the town and the wharves in the channel are hives of activity. During the winter season however, employment opportunities become very limited when the hundreds of residents who depend directly or indirectly on boating for a living, await the arrival of a new spring and a new flock of tourists.

There are many local groups who take real pride in their town and who have a very keen sense of community development. Among them is the Eagle Valley Community Support Society (EVCSS) whose president, Pam Beech, is energy personified. "The name of the Society pretty well says it all... The issues are, of course: whom do we support directly? How do we prioritise needs? How can we ensure that everyone in the community, including all the volunteers, is able to contribute and feel like s/he owns the process?"

That was the issue. Everyone knew that quality of life needed to be improved and that equality of opportunity and access to services were major issues for the seasonally unemployed, seniors, youth, and families.

As agency offices closed or cutbacks were made by service providers in Salmon Arm, a larger city that provided many of the services to Sicamous, the EVCSS and some other groups worked diligently with limited funding to establish a resource centre that could co-ordinate assistance in overcoming some of these challenges. They helped set up a pre-school, obtained money for playground equipment, sought counselling for youth, assisted the food bank, and tried to find ways to help women and seniors at risk. They also tried to find ways of ensuring that laid-off mill workers could access some retraining or relocation. These efforts were all in response to managing crises. They did not involve the community in either setting priorities for a longer term or assisting effectively with outcomes.

During this challenging time, the Shuswap Community Foundation received a number of grant applications requesting funding to address the sudden lack of services and support. Foundation directors, committed to employing their resources strategically, observed that there seemed to be little co-ordination among the applicants or the projects. Beech and the Society's executive direc-

tor, Janet McLean, agreed. "We were well aware of the need for a plan or strategy that would bring people together on common issues. But with all the projects on the go, we never seem to have enough time for planning."

The Foundation felt that it could help the community move forward by assisting the EVCSS to convene meetings of the several societies, clubs and agencies that had similar goals. The meetings encouraged people to discuss their perceptions of what needed to be done in and for the community. The open dialogue was an enormous step forward and to advance the thinking around working collectively, the Shuswap Community Foundation made grants to support an asset mapping project. The exercise not only helped the society to learn the value of asset-based development, it provided a framework for dialogue within the community.

Using the asset map and connecting with other community groups who participated in the planning, the EVCSS has made some huge strides in capacity building in the last couple of years. In submitting a final project report to the Foundation, the Society noted several improvements since the planning exercise:

- Established monthly meetings of service providers which include participation from agencies and teachers based in Salmon Arm.
- Meeting bi-weekly with representatives of seniors' organizations has furthered discussion on issues around transportation, respite care, home support, access to health services, and assisted living housing.
- Identified a group of partners interested in forming an Early Childhood Education planning group and meetings are held weekly with a group of parents exploring the possibility of a Parent Co-operative Daycare.
- Received a small grant from the Law Foundation and hope to introduce our speaker series on Community and the Law to facilitate a closer working relationship between the police and youth groups.
- There is real evidence that the business community is beginning to see the connection between the economy and a healthy social structure. Our volunteer registry service and Spring Volunteer Fair have increased awareness in the community. We've seen more business involvement and concern with the 'big picture.'

The Shuswap Community Foundation did not do the work to create the partnerships for building capacity in Sicamous, but was there to help and provide a little seed money to make the first steps possible. Because Community Foundations are committed to developing leadership that welcomes innovative approaches, builds on strengths, models inclusiveness, and takes appropriate risks, they make it possible for groups such as EVCSS to take small steps that will help build confidence and resources to realize their vision.

For more information on the Shuswap Community Foundation, contact Clyde Tucker at e-mail: [info@shuswapfoundation.ca](mailto:info@shuswapfoundation.ca) or visit <http://www.shuswapfoundation.ca>. A directory listing Community Foundations in B.C. is available at: [http://www.cfc-fcc.ca/who\\_we\\_are/list.cfm?id=2](http://www.cfc-fcc.ca/who_we_are/list.cfm?id=2).

## B.C. communities find Olympic opportunities

With the 2010 Winter Games quickly approaching, communities across British Columbia are finding ways of sharing the Olympic experience.

"Cities, towns, and not-for-profit groups in every corner of B.C. have been working to establish a legacy from the province hosting the Games," said B.C.'s Economic Development Minister Colin Hansen, whose portfolio includes responsibility for the 2010 Olympics.

Although the 2010 Winter Games will be primarily based in Greater Vancouver and Whistler, there are incredible opportunities for all B.C. communities to become involved. That's why in 2004, the provincial government announced an investment of \$20 million to fund the Olympic Paralympic Live Sites program.

As of February 9, 2006, 72 Olympic Paralympic Live Sites projects had been announced across B.C. In some cases, communities are using the funding to purchase equipment to create central public viewing locations of live Olympic events. School and community groups will also use the equipment leading up to and following the 2010 Games.

Beyond the viewing venues, the Live Sites program is also providing funding for community projects such as upgrades to recreational sites in Mackenzie, Smithers, Lillooet

and Prince Rupert.

The Village of Granisle in north-central B.C. received more than \$140,000 from the Live Sites program in spring 2005 for upgrades to the local ice and curling rinks - the only sporting facilities in the area.

"Without the funding both facilities would have continued to fall into disrepair and would be impossible to use," said Granisle Mayor Gerald Ewald. "We are an ex-mining community trying to diversify its economy. We have a hotel that would like to promote hockey in Granisle and attract athletes to use the arena as a training facility. Anything we can do to promote Granisle, in order to bring people to the community will be of great value."

There is still plenty of time for other communities to prepare their applications and get involved. Due to the interest in the program and the shortened construction season in some areas, the deadline for applications has been extended to March 31, 2007 to allow groups more time to apply. Groups receiving funding have until March 31, 2008 to complete the projects, under the extended timelines.

Communities interested in learning more about the Olympic Paralympic Live Sites program, or applying for project funding, can visit <http://www.gov.bc.ca/ecdev> and click on the Live Sites link.

## Partnership Recipient: Mallory Statham

Continued from Page 1

friends, learn about themselves and make a difference. She forged new community partnerships with the municipal government, school authorities, the business community and her peers, to network with existing organizations to broaden and expand youth initiatives and increase the awareness of challenges faced by youth.

One of many examples where Statham and the YAC demonstrated their commitment to improving opportunities for youth was the initiation of the community's first "Youth Music Idol". Guided by the Municipal Leisure Services - who provided the professional help, the facility, and the advertising - YAC coordinated this event, encouraging the Academy of Music to provide voice and stage coaching to participants. A rewarding and fun experience for individuals and the community, this event is now held annually, providing free music training and increased confidence for young musicians, continued funding for the Youth Ambassadors Council initiatives, enhancing community pride and showcasing some of the many talents of Powell River's youth.

"Youth programs not only help young people," Statham adds, "it also helps volunteers and community members, giving them a better understanding of youth issues and helping to develop lasting relationships."

People were taking notice of Statham's abilities in leadership and building lasting relationships. She was approached by the Road Sense Team of

the Insurance Corporation of B.C. to assist in reaching the youth market by educating them on the negative impacts of substance abuse. Statham submitted a two-year plan that employed networking to initiate events in the community and in schools. Having gained their confidence, Road Sense Team budgeted to fund her efforts to create a school-based CARS B.C. club. Bringing together school authorities, regional insurance staff, the provincial Ministry of Highways, three emergency services and a number of other organizations, Statham successfully managed to get buy-in from all stakeholders to hold a mock crash event. Students received a sobering presentation on the consequences of driving while under the influence. To underscore the message to make safer choices, Statham was a member of the organizational team that raised funds and co-ordinated substance-free grad events, a community effort that continues to influence the decisions youth in Powell River are making today.

Working through the challenges and creating her own opportunities, Statham's initiatives have improved her life and that of her rural community in a measurable way. Though she is now attending the University of British Columbia (UBC), she continues to be an active advocate for rural youth as a member of UBC's recruiting department, which co-ordinates activities that aim to bridge the gap between promising rural high school students and post-secondary educational opportunities.

## Counting Rural B.C. In



Did you know...

Population in rural communities tend to have higher numbers of children and seniors than urban areas.

Approximately **19.4%** of rural and small town<sup>1</sup>

British Columbians are children and **14%** are seniors.

Source: Soon to be released Rural British Columbia Profile, visit our web site <http://www.rural.gc.ca>  
<sup>1</sup>Rural and small towns are defined as communities with a population under 10,000 that are outside the commuting zones of larger urban centres.



# Improving life chances in the north

## Rural Team British Columbia Members

### Federal Partners:

Agriculture and Agri-Food Canada  
Canadian Heritage  
Environment Canada  
Health Canada  
Human Resources and Social Development Canada  
Indian Affairs and Northern Development  
Industry Canada  
Natural Resources Canada  
Public Safety and Emergency Preparedness Canada  
Public Works and Government Services  
Rural Secretariat  
Status of Women Canada  
Western Economic Diversification Canada

### B.C. Provincial Partners:

Ministry of Community Services  
Ministry of Economic Development  
Ministry of Tourism, Sport, and the Arts  
Ministry of Labour and Citizens' Services

### Community Partners:

B.C. CED Network  
B.C. Rural Network  
Columbia Basin Trust  
Community Futures Development  
Association of B.C.  
Fraser Basin Council

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**The Government of Canada's National Crime Prevention Strategy**



By Heather Armour

The Fire Pit is a unique project run by Positive Living North, a community organization providing education, prevention and HIV/AIDS support services in the Prince George region. Its HIV/AIDS drop-in centre is a gathering place for those most at risk - people who are street-involved and those already infected with HIV or Hepatitis C. The space was designed with considerable input from the people who use it and the result is welcoming and comfortable. More important, participants feel ownership and a responsibility for what happens there, including programming and a self-imposed code of respectful behaviour. Below street level, the space is windowless, but is bright with colour and activity. One of the key components of the Fire Pit is the provision of food and, equipped with a kitchen, meals are served daily. While food often initially brings people to the Fire Pit, it is the healing that occurs within a cultural and social setting that keeps them coming back.

When the Fire Pit opened in 2003, it received funding from the AIDS Community Action Program (ACAP). ACAP, a component of the Federal Initiative to Address HIV/AIDS in Canada, supports community initiatives to promote the health of people living with HIV/AIDS; prevent new infections; strengthen community-based organizations responding to HIV/AIDS; and create supportive environments by addressing social barriers that limit access to HIV/AIDS care and services. Through the ACAP funding, Positive Living North was in a better position to provide a community-based response that would focus on prevention messages for those most at risk. Staff within the organization recognized that in order to be heard, messages would have to be delivered in more innovative ways than in the past. This meant finding culturally-appropriate means of addressing the root causes contributing to illness. It also meant approaching the topics of sexuality, disease and prevention in unconventional ways.

At first, finding a facility proved to be a challenge as the original site became unavailable. However, with some good fortune, the organization was able to form a partnership with the Central Interior Native Health Centre, which helped to secure a space in the same building. This placed the project in the heart of downtown Prince George, where homelessness, open drug use and AIDS is endemic. As well, The Fire Pit's proximity to the Centre meant that some folks who had not accessed health care in years were now in a position, both literally and physically, to do so.

As renovations began, curiosity brought people in from the street.

Investigation led to participation; some offered suggestions for design, others offered to paint or move furniture. University of Northern B.C. professors, musicians, story tellers, youth and other community members came by to volunteer skills. Slowly the place took shape and as it did, everyone involved recognized that real magic can happen when all the right elements come together at the right time.

In a safe place, away from the cold and confusion of the street, people could begin to understand the factors that contribute to conditions of vulnerability in the first place. Workers with Positive Living understood that prevention messages would be best received where connection, trust and care come together, and a location such as the Fire Pit provided the venue for healing in ways that few other interventions could.

This is not to say The Fire Pit project is without challenges, as the AIDS epidemic is a stark reality in the North. According to a report released by the B.C. Centre for Disease Control, twenty-five new HIV infections were reported in the Northern Health Delivery areas in 2004, up from sixteen the previous year. Of most concern, infections among First Nations people are disproportionately high. HIV/AIDS epidemiological updates from the Centre also indicate a national increase of 6.5 per cent in positive test reports among Aboriginal peoples between 1998 and 2003, although these numbers do not include Ontario or Quebec. In Prince George, high



Patrons and staff of the Fire Pit pictured here with Catherine Baylis, Co-ordinator, centre front

rates of Hepatitis C, particularly among youth, suggest that conditions exist for a rapid escalation of infections similar to the Downtown Eastside of Vancouver a few years ago when HIV rates approached 40 per cent.

As there is no cure for AIDS, the loss of life is a constant reality. Another reality is the sustainability of projects to provide continued support in addressing these issues. Support for this project has come from several sources: Public Health Agency of Canada's regional ACAP, the National Non-Reserve First Nations, Inuit and Metis fund, and Service Canada. A contract with the Prince George Native Friendship Centre provides some 'cold, wet weather strategy' funds to enhance services during the winter months. With funding running out in 2006, Positive Living North is hoping that partners will assist in continuing this supportive environment as a resource for education and maintaining wellness.

For more information on this project, contact Catherine Baylis, Fire Pit Co-ordinator, at e-mail: [cbaylis@positivelivingnorth.ca](mailto:cbaylis@positivelivingnorth.ca) or visit the web site: <http://www.positivelivingnorth.ca>

## Connecting communities to funding sources

Looking for a single window to federal, provincial and non-governmental funding for community development? Well, look no further. The Funding Sources for British Columbia Communities is a free online database available to you!

The database was designed to address the need for better access to funding information identified by B.C.'s rural and remote communities. This web-based resource is the result of a partnership between Rural Team British Columbia, B.C. Rural Network and Community Futures of Greater Trail.

Program listings focus on social, economic, environmental and community development initiatives in rural areas, however they are not necessarily exclusive to rural. In addition to a short description of each program or service, there is a point of contact for information by telephone, Internet or both.

To view Funding Sources for B.C. Communities go to:

[http://www.communityfutures.com/cms/Funding\\_Sources.2.0.html](http://www.communityfutures.com/cms/Funding_Sources.2.0.html)

For more information on the Canadian Rural Partnership and Rural Team British Columbia contact:

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Regional Policy Advisor  
Rural Secretariat  
333 Victoria Street, Main Floor  
Nelson, B.C. V1L 4K3  
Phone: (250) 354-3178 E-mail: [hughes.bn@shaw.ca](mailto:hughes.bn@shaw.ca)

E-mail the Team at [ruralteambc@agr.gc.ca](mailto:ruralteambc@agr.gc.ca) or visit the Team on the Web at [www.rural.gc.ca/team/bc/bchome\\_e.phtml](http://www.rural.gc.ca/team/bc/bchome_e.phtml)

Do you have an idea or story you would like to see included in *The Rural Link*? We welcome your submissions for consideration.

Contact: Christina Prasad, Rural Secretariat  
Tel.: (604) 666-1677 E-mail: [prasadc@agr.gc.ca](mailto:prasadc@agr.gc.ca)



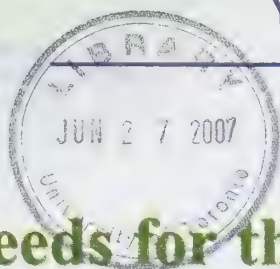


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# The Rural Link

YOUR CONNECTION TO RURAL TEAM BC AND THE CANADIAN RURAL PARTNERSHIP

Winter 2007



## Planting the seeds for the next generation of agriculture

'We reap what we sow' is a recognized cliché that reminds us of just how important today's decisions affect the future. Keeping that in mind, members of the federal, provincial and territorial governments are committed to working together to develop the next generation of agriculture and agri-food policy.

And, they want to hear from you! Whether you're a stakeholder in the industry or a Canadian citizen, political leaders are seeking input from you regarding the future of Ontario's agricultural landscape.

The Agricultural Policy Framework (APF) is a five-year federal-provincial-territorial agreement on agriculture that was created as a national approach to agriculture. The initial objective? To position Canada as the world leader in food safety and quality, innovation and environmentally responsible agriculture production.

Today, Canada's agriculture and agri-food sector faces a new set of challenges and opportunities. With most

of the APF agreements set to expire in the spring of 2008, discussions are underway to build a new generation of agriculture and agri-food policy. This new framework will build an enduring foundation that will benefit future generations.

In order to ensure that the many facets of the agriculture industry are included in all stages of policy development, three rounds of consultations will take place. This multi-phased, national consultation process began in December 2006 and will carry on into 2007, with a new policy framework to be implemented in early 2008.

Round One featured a series of working sessions that involved agriculture industry experts. As experts, they were invited to participate in detailed discussions and analysis of proposed policy options. They also had a hand in defining potential problems that could arise during public consultations and further, they helped formulate questions for the broader public consultations.

Round Two, set to run January-

February 2007, will be made up of public consultations that will be hosted across the country. These will focus on collecting information from the public in a way that allows for an open exchange of ideas; it's all about encouraging public debate regarding the future of agriculture and agri-food in Canada. Discussions will also continue to take place on the business risk management (BRM) plan.

March 2007 will see the beginning of Round Three. This final phase will involve the analysis of data from Rounds One and Two. These findings will provide consolidated input to the federal, provincial and territorial governments prior to negotiations.

The consultation process and final summations are designed to stimulate discussions amongst all stakeholders about how federal, provincial and territorial governments can work together to ensure a competitive and profitable Canadian agriculture and agri-food sector. Being able to provide safe, innovative and high-quality

products and services that can benefit all Canadians is also high on the priority list.

We encourage you to add your voice to this discussion! All levels of government are looking forward to hearing from Canadian individuals and organizations. We are working together to develop a solid policy framework that supports a prosperous agriculture and agri-food sector. You will be able to participate via the website [www.agr.gc.ca/nextgen](http://www.agr.gc.ca/nextgen). The deadline for submissions is February 28, 2007.

For copies of the consultation documents and for information on how Canadians can participate in building the next generation of agriculture and agri-food policy, contact your provincial/territorial agriculture office, call:

**1 800 O-CANADA (1 800 622-6232),**  
**TTY 1 800 926-9105,**  
or visit the website  
**[www.agr.gc.ca/nextgen](http://www.agr.gc.ca/nextgen)**

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## Federal government takes services on the road

Service Canada has begun to take its services on the road and into your community through its Outreach and Mobile Services. The program aims to bring government services and information closer to home – within 50 kilometres of where Canadians live – with a special focus on reaching out to previously under-served remote, rural and northern communities.

Service Canada's representatives travel on a scheduled or periodic basis to assist where there is a need. Scheduled Outreach Services visit on a regular, part-time basis (e.g. two days a week), while Mobile Services take Service Canada staff to meet citizens on an as-needed basis – for instance, to provide information sessions on specific topics, or assistance during local emergencies such as plant closures or natural disasters.

Since the launch of Service Canada in September 2005, more than 150 new outreach sites have been added to the Service Canada network, and more than 250 more are expected to open by the end of March 2007. Through this



network, more Canadians than ever before can receive the help they need.

Responding to the diverse needs of Canadians is what Service Canada's outreach services are all about. Through Multi-language Extension Service pilot projects in Vancouver, Service Canada staff are providing information on government programs and services to new Canadians in Cantonese, Punjabi and Mandarin. To meet the needs of Aboriginal people, targeted outreach activities are offered in select communities, while other outreach efforts are focused on the special needs of youth and seniors.

### Service Canada Outreach in British Columbia

Vancouver (Multiple-Language Extension Service)  
Surrey (Multiple-Language Extension Service)  
Richmond (Multiple-Language Extension Service)  
Sooke Hope  
Alert Bay Cache Creek  
Port Alice Sointula  
Bella Bella Port Renfrew  
Clearwater Lytton  
Boston Bar

Service Canada makes it easier for Canadians to get the government services and information they need with just a click, call or visit. To find the nearest Service Canada Centre or outreach location and the available services, visit [servicecanada.gc.ca](http://servicecanada.gc.ca) and click on 'Services Where You Live', or call **1 800 O-Canada**.





## Collaboration moves initiative forward

Bringing together a sparse and scattered population under the umbrella of one unified marketing initiative is no small task. Shouldering this project since the 2004 incorporation in both Alberta and B.C. has been the Branding the Peace Country Association (BTPCA), a not-for-profit association with an elected board of directors. Membership is open to all Peace Country businesses producing a product or service, industry associations, governments and First Nations who support the initiative, meet Brand standards and intend to use the Brand for market development.

BTPCA was floundering in July 2005 when four Community Futures (CFDC) organizations crossed traditional and provincial borders to support this project for the betterment of all CFDC regions. CFDC involvement has been pivotal in securing funding for the project and in ensuring that territorialism at all levels; provincial, local government, industries, sectors and producers, is overcome for the benefit of the Peace region.

Funding through a variety of sources, including B.C.'s Northern Development Trust Initiative and the Alberta Opportunity Fund, have made it possible for Branding to hire a manager and move this initiative forward.

Promoting the Peace region and all its products and services has taken a leap forward with the hiring of a Brand Manager. Mary Joan (Joni) Aylward of Grande Prairie, Alberta assumed the position for Branding the Peace Country Association (BTPCA) in July 2006 and has hit the ground running.

"The Peace region is a dynamic, colourful and energetic region whose time has come," said Aylward. "We know we produce some of the finest products in the world; now it is time to let the rest of the world know."

Aylward brings a number of years of experience in research and public relations to the position, along with an energetic personality and a reputation for getting the job done. Most recently, Aylward was employed with Grande Prairie Regional College as Institutional Research & Planning Officer.

"The products and services we have in the Peace region are superior," said Branding Chair Dan Dibbelt. "What we were lacking in the Peace was the opportunities to value add to those products and bring them to a national and international market."

"Joni's knowledge and experience along with her vibrant and energetic personality personifies the Peace region and all our products and services," said Dibbelt. "The position required a person who embodied what Branding stands for. We feel we have the perfect candidate for that."

Branding the Peace started some four years ago with the intention of bringing producers, processors and service providers of the Peace together with a common mission: Sell the Peace and all

## Immigration through a rural lens

In Spring of 2003 the outlook for the Greater Trail area in southern BC looked bleak. The region's main economic driver is the Teck Cominco smelter, but lack of employment due to industrial downsizing and the related rural-urban demographic shift painted an uncertain future for the area. The standard of living fell as the population continued to decline, as it has over the past 30 years.

To address these issues a volunteer coalition called the Lower Columbia Community Development Team (LCCDT) came into existence. The group is composed of representatives from industry, business, municipal governments, education, health and virtually all agencies and organizations with a vested interest in the social, cultural and economic development of the region. Shortly after the group's formation, an Australian businessman requested immigration assistance. These types of individuals have the expertise and capital necessary to create jobs and infrastructure and are vital to the current and future economic viability of Canada; their impact is particularly high in rural communities, where ten new jobs is "big news".

The LCCDT saw this request as an opportunity to develop an immigration strategy for the region. They proposed to demonstrate that existing immigration programs, when combined with an informed and motivated rural community, can meet the diverse immigration challenges faced by rural communities. The Business Immigration Project ran from Feb 25, 2004 until June, 2005 and focused on job creation, capital investment and rural economic development. Community Futures of Greater Trail administered the project with sponsorship from Western Economic Diversification and the Ministry of Community, Aboriginal and Women's Services.

The project theme was "immigration through a tourism lens" and targeted citizens of the USA, England, Australia and South Africa expatriates. The project toolkit consisted of: a one-stop lifestyle/immigration website, community engagement processes and promotional materials targeting the website. The website, SouthKootenay.com, quickly became the de facto standard for regional tourism and lifestyle information. Paid advertising yielded not only business immigration inquiries, but also

unsolicited resumes from skilled workers. Local professionals such as realtors and accountants learned of the project and referred their foreign clients to Community Futures for immigration information.

The project was extremely successful and exceeded expectations. Pre-project indicators called for the creation of 25 jobs, \$1.26 million in investment and nine completed immigration applications. Post-project indicators showed 200 jobs created, approximately \$100 million in investments, five immigration applications in the system and 23 stating they would begin the process. New tourism and high tech developments are driven almost exclusively by immigrants and potential immigrants. The Australian developer

understood this and that it needed economic diversity, not cultural diversity and settlement services as suggested by studies done in the immigration gateway cities of Montréal, Toronto and Vancouver. Transplanting a group of immigrants to a depressed region is not beneficial to the immigrant or the region. The ultimate economic and social driver for rural communities is the quality of the individuals who choose to live there. Choosing the right immigrant for the right community is vital to the economic and social health of the small towns and villages across Canada. Citizenship and Immigration Canada can best serve our nation by listening to the needs of Rural Canada and incorporating them into the selection process.



Robert Felsch, pioneering Australian developer.

who initially requested immigration assistance was the catalyst for resort development in the city of Rossland. Since 2003, he purchased and is expanding the local golf course and is building 450 residences on the property. Ninety-nine resort homes were completed at the end of 2005 worth \$30.3 million and providing 684 person years of employment in this small town of 3,700 people. The March/April 2005 edition of Kootenay Business magazine cover story is titled "The thriving communities of Rossland and Trail have become a modern-day BOOMTOWN", a stark contrast to the bleak outlook of 2003.

A sustainable rural immigration strategy requires strong partnerships within the community. Greater Trail

### Contact Information

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[www.communityfutures.com](http://www.communityfutures.com)

Project Website:  
[www.southkootenay.com](http://www.southkootenay.com)



# **Collaboration moves initiative forward**

*Continued from Page 2*

that is good about it to the rest of the world. A business plan, marketing plan and brand logo have been developed.

In addition to marketing and promoting Peace products and services, the Branding association also helps members through joint marketing promotions, branding promotional material and coordinating research opportunities.

The Branding Association, which covers both the British Columbia and Alberta Peace Region, presently has more than 100 brand members including producers, industry and government.

**For more information contact:**

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dan.dibbelt@gov.ab.ca

Joni Aylward, Brand Manager  
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brandmanager@canadapeacecountry.com

<http://www.canadapeacecountry.com>

# **New horizons for seniors** — Making a difference in rural communities

New Horizons for Seniors is about empowering seniors to make a difference in their communities and empowering communities to come together to ease the isolation of seniors.

In the small communities of Canoe Creek and Dog Creek, not far from 100 Mile House, the Canoe Creek Indian Band set about empowering their Elders by sponsoring a project called "Canoe Creek Traditional Teachings" to help Elders regain a feeling of community and self-worth.

Through funding available from the New Horizons for Seniors program (NHSP), the Elders were able to share their traditional teachings with young people before these skills were lost to the community — skills used in net-making, fish canning and drying, gathering medicinal plants and traditional hunting. Elders benefited by being able to showcase their strengths and skills. Young people learned valuable life skills. The shared learning of traditional skills contributed



to a sense of community pride.

"I was amazed at the change in the Elders," said Denise Skarra, Active Living Coordinator with the Canoe Creek Band. "They came alive when they saw how much they were needed and valued by their community."

New Horizons provides funding for community-based projects that encourage seniors to contribute their skills and wisdom in support of the social well-being in their communities.

The goal is to reduce the risk of social isolation by promoting seniors' ongoing involvement in their communities. As you can see from the example above, it's working. New Horizons, with its focus on small, community-based projects that are initiated by seniors themselves, is especially suited to rural communities.

Picture seniors connecting with their neighbours through the creation of a community garden or seniors learning computer skills to stay in touch with their families and friends. These are just two examples of the kinds of projects funded by Human Resources and Social Development Canada under NHSP.

For more information on NHSP and the next Call for Applications, please visit the website at [www.sdc.gc.ca](http://www.sdc.gc.ca) or contact Linda Jacobsen, New Horizons Program Consultant at 604-666-3187.

# **Mentors have big impact on small town kids**

School District 69 encompasses a collection of communities, scattered like tiny gems along Vancouver Island's east coast and inland region. The area includes the beachfront municipalities of Qualicum Beach and Parksville, as well as a handful of other small townships. This is a place where people go to get away from the complications of big city life. It is a place where people go to retire. It offers picturesque views, a mild climate, and a sense of kinship.

But for all its apparent tranquility, District 69 has another side. There is a sense of disconnect among the older

generation and the local youth, which often manifests in a feeling of isolation and segregation among the youth. Like being foreigners in their own town, they have trouble finding healthy outlets and activities to suit their specific cultural dynamic.

As youth discontent has continued to grow over the past few years, the community started asking questions. What could be done to help the youth feel like they belonged? What would it take to get the youth involved in positive activities? The answer was provided by a task group set up to deal with the issue. Through consultation with a youth committee, it was decided the area needed a mechanism to offer youth structure, a link to the community, and recreational activities.

In August 2005, through the District 69 Family Resource Association, a program was launched to do just that. *The Ripple Affect Program (RAP)*, is a community-based, multi-faceted recreational mentorship initiative. Jason LeFevre, Coordinator for RAP, explains that it brings together at-risk and high-risk youth, aged 12 to 18, with adults in the community around recreational opportunities. "The ultimate goal of the program," LeFevre said, "is to build resiliency among the youth and help them make better choices."

LeFevre operates the program using one-to-one, group, team, and work experience mentorship structures. While the initial idea was to involve retirees as mentors, adults from the younger generations have been the primary respondents. Some of the mentorship activities to date include yoga, floor hockey, hiking, surfing, computers, mechanics, music, horse-skills, and skateboard construction.

In particular, LeFevre notices a change in the youth taking part in the floor hockey program. He says this is because many of these youth are reintroducing exercise and recreation back into their routine. Floor hockey gets them out, gets them moving, and helps them to focus on something other than the struggles they may be working to overcome in their personal lives.

LeFevre also reports progress among the kids participating in the horse-skills segment, which has youth working with rescued horses. LeFevre explains that "the youth have influential learning

experiences as they build relationships with the horses."

In terms of the impact on the community, LeFevre says the common ground being developed between the youth and adults has been important. It has resulted in an increase in networking and understanding. This has allowed the district to provide more effective services and support to local youth.

Reflecting back on some of the keys to success of the project, LeFevre explains that RAP was collaboratively funded. In addition to a grant from the National Crime Prevention Centre's *Community Mobilization Program*, local agencies made commitments to the project. These partnerships have demonstrated the importance of the community working together to help youth. Without the collaboration of many partners, he believes the same successes would not have been possible.

LeFevre is adamant that programs combining flexible and multi-faceted mentorship relationships with recreational activities for youth are something every rural community should consider. From his perspective, the combination of these two elements "increases the social capital of each community tremendously."

If you would like to learn more about District 69 Family Resource Association's *Ripple Affect Program*, please contact Jason LeFevre, RAP Coordinator, by telephone at 250-762-6766, or by email at [jason@d69fra.org](mailto:jason@d69fra.org).

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Vancouver, British Columbia V6K 1R5  
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**Email:** [asja.major@psepc.gc.ca](mailto:asja.major@psepc.gc.ca)



## YSHIFT

The Young Super Happy Incredibly Fun Team (YSHIFT) is the youth advisory committee to the Phoenix Foundation of the Boundary Communities, located in Grand Forks. This group of youth committed to making change in their small community has received financial support from the Canada Volunteerism Initiative for the last two years to organize innovative activities to increase youth activism and engagement in strengthening their small community.

In April 2005, YSHIFT organized a fashion and talent show in the Boundary Communities. The youth approached local businesses asking them to take part in the fashion show and to donate items for a silent auction. YSHIFT invited youth groups from across the region, in order to "bridge the gap" between youth from different areas and to promote positive youth action together.

Over the coming months (September 2006 to June 2007) YSHIFT will undertake a Community Builder Project led by the youth of the community. The youth have contacted various not-for-profit agencies such as Sunshine Valley Childcare Society, Hospital Auxiliary, and Grand Forks Community Trails Society to assist these volunteer-led organizations with yard clean up, filing, beautification projects and advertising. YSHIFT youth volunteers will undertake these and other tasks that not-for-profit organizations need help with, taking on one agency a month for a total of 10 agencies.



## And the Leadership Award goes to . . . ... Noba Anderson of Manson's Landing, BC

### Rural Team British Columbia Members

#### Federal Partners:

Agriculture and Agri-Food Canada  
Canadian Forest Service  
Canadian Heritage  
Environment Canada  
Fisheries and Oceans Canada  
Health Canada  
Human Resources and Skills  
Development Canada  
Indian and Northern Affairs Canada  
Industry Canada  
Natural Resources Canada  
Public Safety and Emergency  
Preparedness Canada  
Public Works and Government Services  
Rural Secretariat  
Social Development Canada  
Status of Women Canada  
Western Economic Diversification

#### B.C. Provincial Partners:

Ministry of Community, Aboriginal and  
Women's Services  
Ministry of Health Planning  
Ministry of Management Services  
Ministry of Small Business and  
Economic Development

#### Community Partners:

BC CED Network  
Columbia Basin Trust  
Community Futures Development  
Association of BC  
Fraser Basin Council  
The Centre for Sustainability  
Canada Volunteerism Initiative  
Self-Help Resource Association of BC

**Rural Team BC**

Canada

#### FOR INFORMATION ON GOVERNMENT OF CANADA PROGRAMS AND SERVICES:

Phone: 1-800-0-CANADA (1-800-622-6232)  
TTY/TDD: 1-800-465-7735

Web: [www.canada.gc.ca](http://www.canada.gc.ca)

Service Canada Access Centres/Centres  
d'accès Service Canada

'Love of place.' This is what inspired much of Noba Anderson's travel, volunteer, educational, and career pursuits. This theme has driven her extraordinary commitment to promote community eco-forestry practices in her community of Cortes Island and beyond.

The Government of Canada, through its Young Leaders in Rural Canada Awards, recognizes exceptional achievements and contributions by young Canadians. The annual awards highlight rural youth who dedicate their passion, spirit and skills to the benefit of rural, remote and northern communities.

For the third YLRCA, three commemorative awards were given to individuals who contributed to their communities in three categories: innovation; leadership; and partnership. Noba captured the award in the leadership category.

From an early age, Noba spoke out against clear-cut logging and her strong beliefs, along with her pursuit of alternatives to these forestry methods, led her to obtain a Bachelor of Arts in Environmental Studies at Trent University. Both during her studies and after graduation, she worked abroad with community-based non-profit forest organizations in Central and South America and Indonesia. Though these travels were greatly enriching, each stint abroad heightened her desire to return to BC. She wanted to apply her international and educational experience to the benefit of her own home.

Upon returning to Canada, Noba traveled throughout BC interviewing Community Forest practitioners and co-wrote "Connecting Lands and People: Community Forests in British Columbia", published by Dogwood Initiative in 2002. She then took these stories on the road again promoting community forestry and was deeply impacted by the responses she

received. "People everywhere identify with community forestry because it is about local people making local decisions about their own backyards. It's that simple." This experience awakened a desire within her to commit her life's work to connecting people and places.

Through her travels, Noba came to see that Cortes Island had so many of the necessary ingredients to create a successful community forest. She returned to her island home and is now the Executive Director of the Cortes Ecoforestry Society (CES), graced with a membership of over 400 people and broad island support. Their mission is "To work in partnership with the Klahoose First Nation; to gain community stewardship of the working forest lands on Cortes; to create perpetual ecological and economic benefits for the entire community; and to serve as a model for sustainable eco-forestry."

The Community Forest story on Cortes is a long one. Throughout the late 1990s, the island went through an extensive community process, leading to the production of a set on ecosystem-based planning maps, as well as a community forest business and management plan. 'The Cortes Initiative', as it was called, was a groundbreaking collaboration between a community group, a first nation and a logging company. Together they worked to resolve difficult land-use issues and presented their model to the provincial government. However, due to political changes both locally and provincially, the initiative was shelved for a few years.

The Cortes Community Forest project may have temporarily slowed down, but Noba certainly hasn't. She has met

with the Minister of Forests in Victoria, organized fundraising events, joined the Board of Directors of the BC Community Forest Association, and attended numerous conferences and annual general meetings. Noba has employed her flare for writing to contribute where possible on her subjects of passion, locally and beyond. Back on Cortes, she organized a community gathering and moved the crowd to tears when speaking of her commitment and dedication to the land and people of Cortes.

Her latest pursuit - a grassroots 2007 Cortes nude calendar. Check it out at [www.cortesecoforestry.org](http://www.cortesecoforestry.org).

Clearly, Noba's visionary leadership and commitment to the 'right relationship' with her own community and the land has greatly contributed to the Cortes Community Forest effort. One of her colleagues summed it up best. "Noba Anderson has the great gift of keeping a flame alive: the community forest dream." In a very public role, Noba seeks to identify common threads and weave the fabric of strong community.

Nomination packages may be obtained by calling the Rural Secretariat's toll-free number, **1-888-781-2222** or by visiting the rural Website at [www.rural.gc.ca](http://www.rural.gc.ca)

For more information  
on the Canadian Rural Partnership and  
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visit the Team on the Web at  
[www.rural.gc.ca/team/bc/bchome\\_e.phtml](http://www.rural.gc.ca/team/bc/bchome_e.phtml)

Do you have an idea or story you would like to see  
included in *The Rural Link*?  
We welcome your submissions for consideration.



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